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RADIO AND TV

PUBLIC LIBRARY
DETROIT

Kowh is giving FIVE FOR ONE In OMAHA!

It's phenomenal but true! It takes a spot on *each of the other five Omaha, Council Bluffs stations to get your radio message the audience an averege spot delivers on KOWH!*

With an over-all daytime Hooper (May-June) of 46.2%, KOWH is the buy you've dreamed of . . . where *one dollar does the work of nine* in covering a plush market!

Want the facts? Talk to H-R Inc., our reps—they're the boys with the hottest story in radio—or call KOWH Manager Virg Sharpe. Get FIVE for ONE on a "sure thing"—KOWH!

MID-CONTINENT BROADCASTING CO.
General Manager; Todd Storz

KOWH
Represented by
H-R Inc.

WTIX
Represented by
Adam J. Young, Jr.

WHB
Represented by
John Blair & Co.

NEW

SUPER POWER

WGAL-TV

NBC
CBS
DUMONT

Lancaster, Pennsylvania

316,000 WATTS

316,000 WATTS

STEINMAN STATION
Clair McCollough, *President*

Covers vast new prosperous territory for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Sunbury	Shamokin
Chambersburg	Lewistown	Coatesville
Frederick	Carlisle	Lock Haven
Hagerstown	Lewisburg	Huntingdon
Westminster	Shippensburg	Waynesboro

Representatives

MEEKER TV, Inc.

New York Los Angeles Chicago San Francisco

closed circuit.

CIGARETTE cancer scare is booming hard candy sales as well as cigars and pipe tobaccos. Life Savers (controlled by Edward J. Noble, finance committee chairman of American Broadcasting-Paramount Theatres) enjoyed 35% jump in first two weeks of July and sales were up 16% for first six months, with no additional advertising promotion.

★ ★ ★

REVERBERATIONS of Potter Senate Subcommittee hearings on uhf have changed FCC viewpoints on several fronts. One thing now appears to be certain: FCC will be liberal in granting booster and satellite transmitters for uhf stations in order to broaden coverage to compete more effectively with vhf outlets using maximum power.

★ ★ ★

PAINT AND VARNISH industry, now practically unclassified in business volume in tv network billings, may leapfrog into front position with advent of color. Plans reportedly already in works by top entities in field to take full advantage of medium that is obviously natural for them.

★ ★ ★

WHO WILL HEAD American delegation to Mexico City conference on North American Regional Broadcast Agreement set for Oct. 28? Best bet is FCC Comr. Robert E. Lee, who has been attending preparatory sessions at State Dept. with FCC Chairman Rosel H. Hyde. Mr. Hyde, who headed last NARBA sessions four years ago, isn't disposed to take on new foreign assignments in these times.

SHORTLY to be announced will be departure of Clarke A. (Fritz) Snyder as CBS-TV station relations director. While no reason given, it's understood he is severing his connection, which began June 1951, by mutual understanding with Herbert V. Akerberg, CBS-TV station relations vice president. Mr. Snyder hasn't announced plans, but expects to be in tv station management.

★ ★ ★

PREVIEW of new format for all-industry tv advertising bureau will be given four-man advance guard representing NARTB and TvAB, meeting day ahead of Aug. 5 merger session in Washington. Quartet will get first look at project that blends results of TvAB's swift two-month career and findings of two-year NARTB study. TvAB merger group will have results of questionnaire being sent its supporting stations, asking views on bureau composition and functions (story page 42). Should plan be approved, it still faces NARTB Tv action (probably last week in August) plus TvAB Executive Committee vote, with hope that bureau can be staffed and operating in October.

★ ★ ★

ABC-TV's National Collegiate Athletic Assn. football television schedule for this fall is slated for announcement this week. But as yet coverage hasn't been sold to national sponsor, and present prospects are that package will be offered on piecemeal, co-op basis.

★ ★ ★

IN OFFING is new management at WMAL-AM-FM-TV Washington. Kenneth H. Berkeley, veteran head of stations, reportedly is close to making deal for am property in South, which would fulfill desire to get into his own business. Evening Star Newspaper Co. reportedly has interviewed several prospects in anticipation of Mr. Berkeley's departure and new appointment might coincide with overall reorganization stemming from recent Booz, Allen & Hamilton survey.

★ ★ ★

THERE ARE new negotiations looking toward release of reasonably current Hollywood films for tv feature film use. Producers, with film in their vaults, are impressed with rapid development of tv-processed syndicated film and are becoming restive less their properties depreciate in value beyond prospect of reasonable return.

★ ★ ★

FINAL radio and television revenue statistics for 1953 to be completed by FCC economists in September. Advance summary of tv data was issued in May by Chairman Hyde before Potter uhf subcommittee. Am report will be first for '53 since FCC economy move cut out preliminary report.

★ ★ ★

FCC is in another intramural stew, and once again Comr. Frieda B. Hennock concocted it. She wanted to use most of Broadcast Bureau staff in developing report on history of each drop-out and grant case involving vhf mergers, for benefit of Senate Potter Communications Subcommittee. Commission majority felt this would throw sand in gears of Broadcast Bureau and bring it to virtual standstill on regular functions. Comr. Hennock is doing job with as much help as she can recruit.

the week in brief

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KTHS *covers* ARKANSAS!

—AND SO DOES MARVIN VINES
OUR FARM-SERVICE DIRECTOR!

MARVIN
GETS AROUND!
The dots show the Arkansas cities and towns visited by Marvin Vines for farm talks, farm meetings, etc., during the last twelve months alone!
ARKANSAS
LITTLE ROCK

Some farm-service radio directors try to run a farm department, sitting at their desks.

Not so at KTHS. Marvin Vines, our Farm-Service Director, is out, *covering the State,* almost as much as he's in the studio!
In the last twelve months, for example, Marvin Vines has:

Traveled over 30,000 "business miles", all within Arkansas.

Attended 168 meetings, with a total attendance of 19,000 persons.

Conducted personal interviews on 127 farms.

Appeared as a speaker, panelist or moderator on 97 different farm programs.

Discussed farm problems with 1429 persons on his daily and weekly broadcasts.

ALL THIS, plus broadcasting 16 farm programs per week, on KTHS!

Like Marvin Vines, many of our KTHS department heads, entertainers, and other "names" get out and cover the State, regularly. The result—greater *listening* to KTHS—greater *values* for you advertisers.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

Hyde Anticipates Mexico's Upcoming Broadcast Demands

DEMANDS expected to be made by Mexico at forthcoming Oct. 28 U. S.-Mexican meeting in Mexico City on proposed bi-lateral agreement on standard broadcasting were outlined Friday morning by FCC Chairman Rosel H. Hyde at informal government-industry conference in Washington at State Dept. [B•T, July 19].

Pact would be outside 1950 North American Regional Broadcasting Agreement, to which Mexico is not signatory, but Chairman Hyde indicated U. S. would hold to 1950 NARBA principles as basis for talks.

Accompanied by Comr. Robert E. Lee and other FCC officials, Chairman Hyde said Mexico probably will ask for following: (1) two more clear channels (590 and 660 kc have been mentioned), (2) elimination of 650-mile rule governing Mexican station locations from U. S. border, (3) elimination of power limitations under present agreement for Mexican regional and local stations (clears have no international power limit), (4) oppose Class I-B status accorded U. S. stations on 1560 kc (Cuban clear), (5) recognize Mexican Class 1-A priority on 540 kc (Canadian clear), (6) continuance of interim "gentlemen's agreement" extending old NARBA, (7) elimination of 25 mv/m overlap rule (would allow more border stations), (8) elimination of RSS rule (method of determining interference), (9) case by case handling of certain international station allocations.

Chairman Hyde indicated U. S. would prefer new agreement to continue without termination date so as to halt problems of continual renegotiation. He was introduced to meeting of industry attorneys and engineers by John S. Cross, assistant chief, State Dept. Telecommunications Policy Staff. Written comments by industry were invited to be sent to Mr. Cross.

AFM, AFTRA Dispute Hearing To Resume in New York Aug. 4

HEARINGS on jurisdictional dispute between American Federation of Musicians and American Federation of Television and Radio Artists involving representation for musicians and other performers and on motion by ABC and other parties for clarification of bargaining units to be resumed in New York Aug. 4, it was reported Friday. Chicago session Friday brought out for first time testimony that AFM had prohibited performer at ABC o&o WBKB (TV) Chicago from joining AFTRA, although allegation was denied.

Sterling C. (Red) Quinlan, ABC vice president in charge of WBKB, told B•T Friday there is "no question in my mind but that NLRB will find AFTRA's position untenable."

Radio vs. Mature Tv

EFFECTIVENESS of radio in 64 "mature" television areas, which had tv service before FCC-imposed freeze, is underlined in latest BAB presentation. Report states that in these markets, radio has penetration of 99% and tv only 81%. Additionally, it is pointed out, number of radio sets sold in these markets in 1953 totaled 6,786,000, compared with 2,803,000 tv sets sold, described as "142% superiority for radio."

MINUTE MERGER

CBS-TV and NBC-TV will merge, for few minutes at least, in Washington, D. C., today (Mon.) when they stage joint reception for Ann Sothern, featured in *Private Secretary*. Program is telecast on NBC-TV in summer and CBS-TV in winter. Miss Sothern is appearing at Casino Royale, Washington night club.

NARTB Asks Record Firms For Meeting on 45 RPM

IN LINE with growing industry criticism of 45 rpm policy of record manufacturers (see story page 44), John F. Meagher, NARTB radio vice president, has asked major record firms for meeting to reconsider action.

Mr. Meagher told manufacturers NARTB has "an obligation to a substantial segment of our membership to place before you the expressions of their strong feeling on the subject and to explore with you the feasibility of modifying your present policy in line with their suggestions."

NARTB letter voiced hope manufacturers would agree meeting might clear up misunderstandings, pointing out that stations have done much "to stimulate the popularity of records over the years."

37.5 Million Color Sets By 1964—GE Prediction

JOHN T. THOMPSON, manager of distribution sales for tube department of General Electric Co., predicted Saturday there will be 7.5 million color sets on market in 1957 and 37.5 million sets by 1964.

Mr. Thompson said mass-market color set will be one with larger screen and lower price than sets introduced earlier this year. His predictions stemmed from market research by tube department, which he said indicated that in 1964 consumers will pay $4.5 billion dollars yearly for parts and service for home radios, monochrome tv sets and color tv receivers.

Ziv Tv Invades Europe

IN GENERAL EXPANSION of overseas operations, Ziv Television Programs announced Friday it will open offices and agencies in Rome, Paris, Frankfurt, London, and other European cities. Announcement from Edward Stern, president of international division of Ziv, stated that Europe is "fast developing a well-knit network of television stations." Mr. Stern left Friday on survey of European markets.

Foley Forms Gothic Films

FORMATION of Gothic Films Inc., N. Y., for the production of industrial films, television commercials and slide presentations was announced Friday by George F. Foley, president of George F. Foley Inc., New York tv film production company, and the new firm. Headquarters for Gothic will be located at 157 E. 69th St., with John di Sponsio as studio manager and Frank Jewell as sales chief.

• BUSINESS BRIEFLY

JOY TO BURNETT • Procter & Gamble, Cincinnati, appoints Leo Burnett Co., Chicago, to handle advertising for Joy (liquid detergent) effective Oct. 1.

SHOEMAKER TO HOB&M • Melville Shoe Corp. (Thom McAn shoes), N. Y., which has been handled by Anderson & Cairns, N. Y., is expected to name Hewitt, Ogilvy, Benson & Mather, N. Y., as agency.

MAGAZINE CAMPAIGN • *Sports Illustrated*, sports magazine, N. Y. (Time Inc.), using five-day radio-tv campaign in New York, Chicago, Boston, Los Angeles and Philadelphia through Young & Rubicam, N. Y., effective Aug. 7.

JELLO BUYS SPOTS • General Foods, N. Y. (instant jello), placing radio-tv two-week spot announcement campaign to start in August. Young & Rubicam, N. Y., is agency.

NEW AGENCY • Sidney W. Turbin & Assoc. announces opening as new advertising agency with offices at 162 N. Clinton St., Chicago.

SHELL TAKES TO RADIO • Shell Oil Co., N. Y., through J. Walter Thompson Co., N. Y., is contemplating eight-week spot announcement campaign to start July 28 in 12 radio markets.

BIRDSEYE BUYING • Birdseye Food Co., through Young & Rubicam, N. Y., buying radio spot announcements for four weeks, starting Aug. 2 in limited number of major markets.

HEINZ GOES FOR TV • H. J. Heinz Co., N. Y., buying tv spot announcements in 30 markets starting week of Sept. 12 to run for 52 weeks. Maxon Inc., N. Y., is agency.

IN THE FAMILY • RCA, through Kenyon & Eckhardt, has arranged series of participations and one-minute announcements, starting Aug. 2, on WNBC-WNBT (TV) New York, WRC-WNBW (TV) Washington, WTAM-WNBK (TV) Cleveland, WMAQ-WNBQ (TV) Chicago, KNBC San Francisco and KNBH (TV) Los Angeles, all NBC o&o stations. Campaign is on behalf of RCA's products and services.

ABC-TV Adds Two

ADDITION of two stations as affiliates of ABC-TV is being announced today (Mon.) by Alfred R. Beckman, director of ABC's stations relations departments. ABC-TV affiliates now total 201.

New affiliates are KHSL-TV Chico, Calif. (ch. 12), which is owned by Golden Empire Broadcasting Co. with M. F. Woodling as general manager, effective June 21; KDAL-TV Duluth (ch. 4), which is owned by Red River Broadcasting Co. with Odin S. Ramsland as general manager, effective July 19.

GF Sales Curve Rises

GENERAL FOODS Corp., White Plains, N. Y., reported Friday that net sales in April-June quarter of year were $194,725,782 as compared with $173,169,014 for corresponding period of 1953.

1954
-1921
33 years

We're proud of the results 33 years experience enables us to give to you, our sponsors—and we're proud of the 92% consistent listenership within WSPD's 16 county, billion dollar market.

Let us show you what outstanding results you can get by taking advantage of WSPD's experience and WSPD's loyal listenership. Call your nearest Katz representative or ADams 3175 in Toledo.

A STORER STATION

WSPD AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

WCAN-TV Due to File For Stay of Rival Ch. 12

REQUEST for stay against Milwaukee ch. 12 grant was to be filed Saturday by WCAN-TV Milwaukee. Uhf station, which appealed FCC grant to merged Milwaukee Area Telecasting Corp. [B•T, July 19], will ask court to order holdup on ch. 12 construction until appeal is decided. Appeal is from FCC's refusal to accept WCAN-TV application to change from present ch. 25 to ch. 12 [B•T, June 14].

In answer to protest concurrently filed by WCAN-TV against Milwaukee ch. 12 grant, Milwaukee Area termed action "part and parcel of calculated campaign to prevent the establishment of any additional television service in Milwaukee." Milwaukee Area opposition went on: "Such tactics are obviously intended for delay and delay only. . . . [WCAN-TV] action since that time [when it received ch. 25 grant] has been one dilatory move after another. . . . it obviously intends to utilize every dilatory device possible to achieve the same result [protection from competition]." It also called attention to fact WCAN-TV is intervenor in Whitefish Bay (Milwaukee) ch. 6 hearing.

When Milwaukee ch. 12 merger is consummated, station will be 30% owned by Milwaukee Area, WFOX and WEMP, and 10% by Kolero Telecasting Corp.

KBST Tv Grant Final

GRANT of ch. 4 to KBST Big Spring, Tex., recommended in initial decision of hearing examiner in mid-June [B•T, June 21], made final by FCC Friday. Texas Telecasting Inc. earlier dropped competitive bid to devote attention to another interest, ch. 13 KDUB-TV Lubbock.

Jesuit Control in Question

EFFORT of WNOE in New Orleans ch. 4 tv contest to require Loyola U.'s WWL to produce data on world-wide scope of Society of Jesus, including educational and commercial interests, met with partial success as FCC Examiner Elizabeth C. Smith approved portion of WNOE motion Friday [B•T, July 12]. Ch. 4 hearing, in recess until Sept. 7, also includes WTPS there.

Examiner denied most data asked by WNOE, said to pertain to WWL's points of reliance, but ordered Loyola U. to furnish WNOE counsel by Aug. 31 "statement by Father W. Patrick Donnelly, president of Loyola U., setting forth the extent of control, if any, which has been, is now or would be exercised by the Society of Jesus or by the Roman Catholic Archdiocese of New Orleans over Loyola U., its officers or directors, insofar as such control relates in any manner whatsoever to the construction and operation of the proposed television station contemplated by the applications of Loyola U. involved in this proceeding."

Examiner further ordered that on same date "a statement be furnished to the same counsel, listing all radio broadcast (am, fm and tv) stations and other media of mass communication under common control, directly or indirectly, with Loyola U., its officers or directors; or, in the alternative, a sworn statement that there is no such broadcast station or other media of mass communication under common control to any degree whatsoever, either directly or indirectly, with Loyola U., its officers or directors."

KTVE (TV) Asks Channel Change

KTVE (TV) Longview, Tex., operating on ch. 32, petitioned FCC to substitute uhf channel for ch. 7 at Tyler, Tex., granted earlier to KLTV (TV) Tyler, due on air in fall. On air at Tyler is ch. 19 KETX (TV).

CAPITOL PICKUP

FIRST live tv pickup from new $35,000 radio-tv studios of Senate Radio & Television Gallery [B•T, Jan. 4] took place Friday when NBC's John Cameron Swayze (*Camel News Caravan*) and CBS's Doug Edwards (*Doug Edwards and the News*) originated regular newscasts from Capitol.

WHTN Bid Retained

BID of WHTN Huntington, W. Va., for ch. 13 was retained in hearing status by FCC Friday in action which also dismissed competitive application of WPLH Huntington at latter's request. WPLH is reimbursed about $25,000 for expenses.

Killeen Am Granted

NEW AM station grant at Killeen, Tex., for 250 w day on 1050 kc, proposed earlier in initial decision, reported by FCC Friday as now final and effective. Permittee is W. A. Lee, A. W. Stewart and Franklin T. Wilson d/b as Highlite Broadcasting Co. [B•T, June 21].

Beck Sells KCOG

KCOG Centerville, Iowa, sold by Robert K. Beck and associates for $65,000 to Hiawatha Broadcasting Co. and bid for FCC approval filed Friday. Hiawatha is controlled by Dale G. and S. A. Chesley, latter account executive with MPTV Inc., New York.

WBAM, WORZ Boosts Licensed

WBAM Montgomery, Ala., and WORZ Orlando, Fla., both on 740 kc, granted licenses by FCC Friday to cover permits for power boosts. In memorandum opinion, Commission turned down WORZ protest of daytime skywave interference from WBAM on ground it is outside rules and policy issue is before FCC in daytime skywave case (story page 46). WBAM license covers boost from 250 w to 50 kw, daytime. WORZ license covers boost in daytime power from 1 kw to 5 kw, operating 1 kw at night.

Block Dies; Services Today

FUNERAL SERVICES for Rudolph Block, 59, Washington, D. C., radio news correspondent for four western stations, are scheduled at St. Matthews Cathedral, Washington, today (Monday). Interment will be in Arlington Cemetery. Mr. Block died of Hodgkins disease Thursday at Mt. Alto Hospital, Washington, after an illness of several weeks. He represented KOMO Seattle; KGEZ Kalispell, Mont.; KWHP Cushing, Okla., and KPOA Honolulu.

Tv Out of Michigan Courts

MICHIGAN Supreme Court Friday banned tv cameras from court proceedings. It adopted revised canon of ethics urged by state bar association which recommended state courts prohibit taking of photographs or broadcasts of court sessions. Tv cameras included in ban. Only exception is televising of naturalization ceremonies. State bar also is considering proposal for newspaper code covering reporting of investigations, arrests and trials.

UPCOMING

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

For other Upcomings see page 109.

PEOPLE

JOHN M. WILLEM, Chicago account representative, and **GEORGE F. BAIER,** administrative head and art department director, elected vice presidents at J. Walter Thompson Co., Chicago.

WILLIAM McILVAIN, manager of agency's New York office, **GEORGE STEGE** and **EDWARD THIELE,** Chicago account supervisors, elected vice presidents at Leo Burnett Co.

JOHN G. RAGSDALE, Chicago Div. sales manager, appointed manager of advertising and sales promotion at General Tire & Rubber Co., Akron, parent company of General Teleradio, owner of Mutual-Don Lee networks.

REP. LOUIS B. HELLER (D-N. Y.), member of House Interstate & Foreign Commerce Committee, resigned from Congress to be sworn in as New York Special Sessions judge.

EDGAR J. SCHERICK named associate media director, Dancer-Fitzgerald-Sample, N. Y., effective today (Mon.). He has been assistant account executive on Falstaff Beer account.

WILLIAM B. FABER, vice president of Headley-Reed Co., advertising representative, resigned effective last Friday. His future plans will be announced.

BRENDAN McINERNEY, former assistant counsel in Navy's Bureau of Ships office of general counsel, Friday was named assistant to FCC General Counsel Warren Baker.

DANIEL M. LISSANCE, assistant director of research of Emil Mogul Co., N. Y., named manager of sales development and research for NBC Spot Sales.

GENE KING, European radio officer for U. S. Information Service, Paris, named program manager of Voice of America in New York. He succeeds **JOHN M. VEBBER,** who becomes Public Affairs Officer in Brazil. Mr. King entered radio with WEVD New York in 1935, joined WOR there in 1940, was later with WCOP Boston.

NARTB Taking Mail Ballot On Convention Resolution

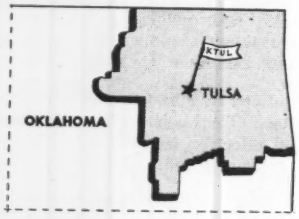
NARTB membership will vote by mail ballot on resolution opposing use of spectrum for commercial broadcasting by government or tax-supported institutions. Text of resolution was mailed Friday to membership, returnable Aug. 10. Resolution points out that American system of free enterprise has created world's highest living standard and is fundamentally opposed to direct competition with private enterprise by government or tax-supported institutions.

Resolution was laid aside for mail vote at closing business session of NARTB convention last May. With only about 30 delegates present, Edgar Kobak, WTWA Thomson, Ga., stopped action on resolution on ground it deserved consideration by entire membership.

Wiley Seeks Copyright Action

DRIVE now underway in Senate led by Chairman Alexander Wiley (R-Wis.) of Senate Foreign Relations Committee to enact legislation which would implement Senate ratification of the Universal Copyright Convention. U. S., in order to be party to convention, must have passage of enabling bill (S 2559). Object of convention is to give authors of published works greater copyright protection internationally. Chief benefit to radio-tv industry would accrue to program producers.

COMPLETE COVERAGE WITHOUT WASTE!



MEASURED FOR THE MARKET

THE KTUL MARKET

$158 Million for Food

Bigger Than These States...

- Delaware
- Idaho
- Nevada
- No. Dakota
- South Dakota
- Vermont
- Wyoming

Bigger Than All of . . .

- Alaska
- Puerto Rico

For the complete, graphic presentation kit, write to: George Ketcham, Promotion Director, KTUL.

The "HAPPY MEDIUM" Station

KTUL

CBS Radio in Tulsa ☆ 5000 Watts day and night

L. A. Blust, Jr., Vice Pres. & Gen. Mgr.
Wm. Swanson, Sales Mgr.

Avery-Knodel, Inc.
National Representative

Affiliated with
KFPW — Fort Smith, Ark.
KOMA — Oklahoma City

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BROADCASTING* TELECASTING

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Published Every Monday by Broadcasting Publications Inc.

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Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

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BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, **1735 DeSales St., N.W., Washington 6, D. C.** Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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NEW

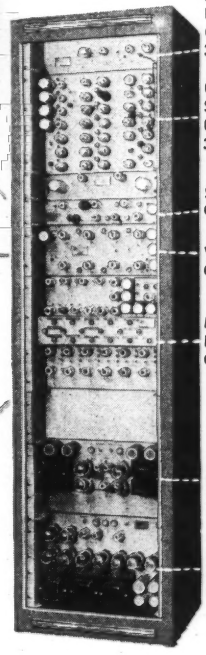
TELECHROME INCORPORATED

VIDEO
TRANSMISSION TEST EQUIPMENT

1041-BR STAIR STEP GENERATOR (Variable) Checks lineary and grey scale output relationship in linear or non-linear system. Built-in color carrier generator may be added to steps. Back porch burst allows lock-in to 3.58 MC color equipment.

1071-AR WINDOW GENERATOR (Variable) Determines ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.

1070-BR MULTI-BURST FREQUENCY GENERATOR (13 freq. selectable from .5 to 6 MC) Checks wide band coaxial cables, microwave links, individual units, and complete TV systems for frequency response characteristics. Produces six frequencies simultaneously plus white bar reference. Switchable color burst on back porch.



AUTOMATIC FREQUENCY CONTROL 304AR

COMPOSITE SYNCH GENERATOR 303BR

STAIR-STEP GENERATOR

WINDOW GENERATOR

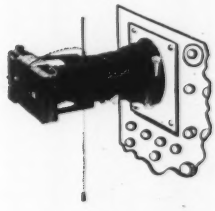
MULTI-BURST FREQUENCY GENERATOR

REGULATED POWER SUPPLY 512AR

REGULATED POWER SUPPLY 613BR

New Telechrome equipment designed to provide test signals for precise checking of video facilities.

This equipment is now in use by major networks, TV stations, and the Bell Telephone System. This type of equipment was recently described by H. Gronberg of NBC before the NARTB Engineering Conference in Chicago. These units are available individually or as an integrated system with 75 ohm or 110 ohm balanced output.

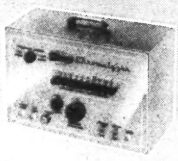


OSCILLOSCOPE CAMERA
MODEL 1521-A (Polaroid Land Type)

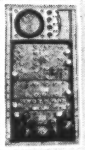
for instantaneous 1-to-1 ratio photo-recording of these or other test signals.

MODEL 608-A HI-LO CROSS FILTER

MODEL 524-D OSCILLOSCOPE

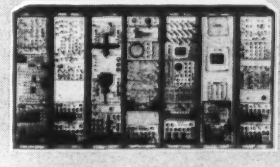


Chromalyzer



Chromascope (Signal Certification)

Phase Slope (Envelope Delay) Curve Tracer



Full facilities Transmits, receives, monitors, analyzes composite color pictures

Literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

NOW high

. . . "ON-AIR" at WBRE-TV

New RCA 12.5-kw UHF Amplifier—

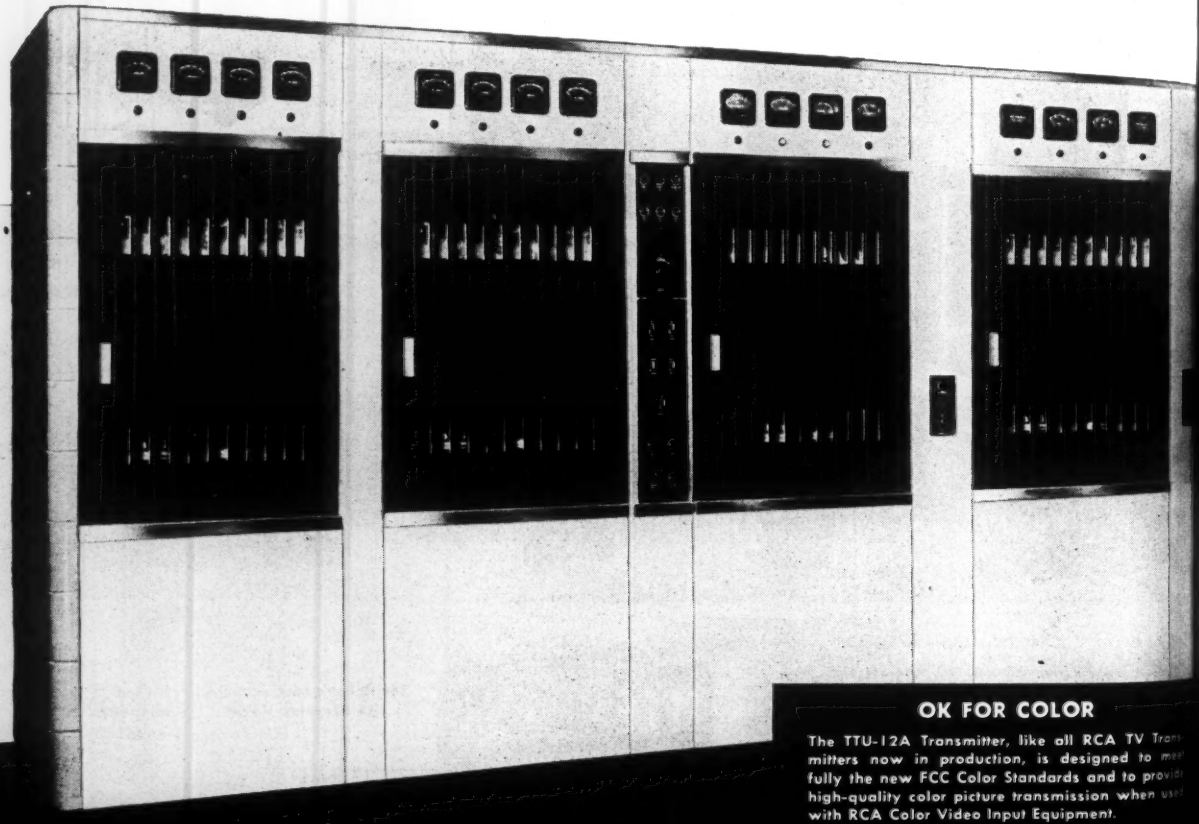
added to RCA's "1 KW UHF"—provides a complete RCA 12.5-kw UHF transmitter for WBRE-TV

Without discarding a single unit of its original RCA UHF equipment, WBRE-TV has boosted power to 224 kw ERP—in just one step. When WBRE-TV installs an RCA High-Gain UHF Antenna, ERP will go up again—to 500 KW.

WBRE-TV's achievement in power boost is another example of the way RCA "Matched Equipment Design" pays off for UHF stations now operating with an RCA "1 KW". It assures peak operational performance throughout the system *—and at any power level.* It enables you to use your existing RCA equipment as you step up power from 1 kw to 12.5. It protects your investment.

Are YOU one of the many UHF stations now operating an RCA "1 KW"? If you are, you have chosen your basic transmitter wisely. You can add an RCA 12.5-kw amplifier and continue to use your 1 KW as the driver—intact and without modification. Moreover, you can go to color—*without spending a dime to convert your transmitter.*

Play it safe. Plan your UHF power



OK FOR COLOR

The TTU-12A Transmitter, like all RCA TV Transmitters now in production, is designed to meet fully the new FCC Color Standards and to provide high-quality color picture transmission when used with RCA Color Video Input Equipment.

hpower UHF

TWilkes-Barre, Pa.

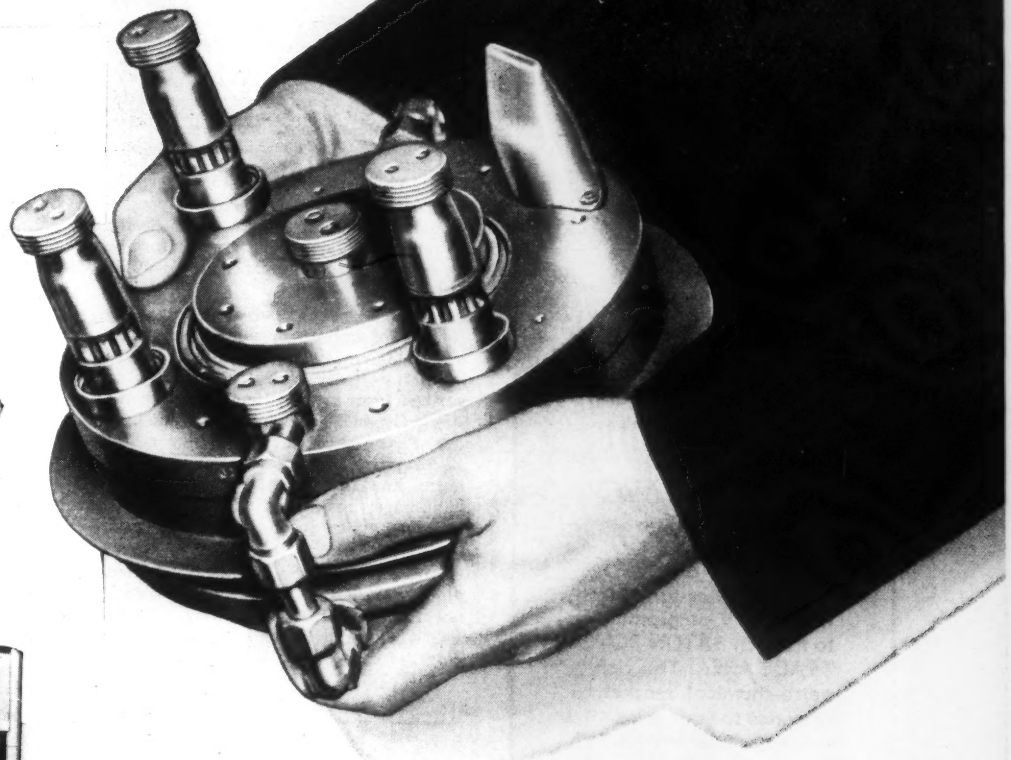
ur invest-

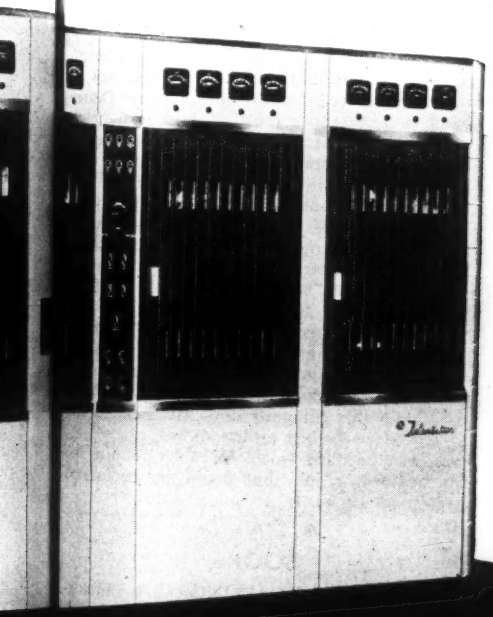
any UHF
an RCA
ve chosen
sely. You
amplifier
1 KW as
out mod
an go to
dime in
HF power

ncrease with an RCA *completely matched UHF system all the way—from the 1 KW transmitter to the tower light.*

For help, call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

ASK FOR BULLETIN . . . For complete information on the RCA 12.5-kw UHF transmitter—call your RCA Broadcast Representative. Ask for the fully illustrated, 12-page brochure describing RCA's Hi-power UHF transmitter.





Conventional, small-size,
RCA 6448 Tetrode used in the RCA 12.5-kw UHF Transmitter.

RCA-6448 Power Tetrode—heart of the TTU-12A, 12.5-kw UHF Transmitter.

It is used in the kind of circuits every station man knows how to tune.

It saves power and tube costs (up to $34,000 over a ten-year period).

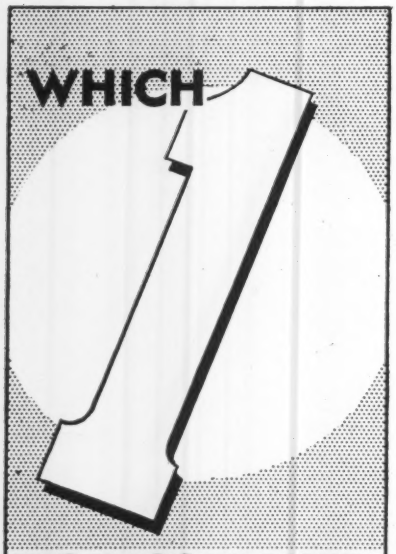
It's small, fits into easy-to-handle cavity assembly.

It's a standard type—can be obtained from your local RCA Tube Distributor.

One type covers the entire UHF band, 14-83.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RCA



DO YOU LIKE?

We've Got 'em All!

CBS NBC ABC
DUMONT

Yes, for over a year, WAFB-TV has furnished the only TV programing to the rich BATON ROUGE TRADE AREA. This rich petro-chemical market responds to your sales messages over WAFB-TV because the viewers are among the highest paid workers in the country, with ample free time to spend their money as you tell them to! To cover almost a half million potential customers, buy the only TV station in the capital of Louisiana . . .

WAFB-TV
Channel 28
Baton Rouge, La.
TOM E. GIBBENS
Vice President & General Manager.
Represented nationally by
ADAM J. YOUNG, Jr.

IN REVIEW

JACK PAAR, a comedian with extensive experience along that line, has described the sustaining program as the WPA of television. The description applies to a disturbing number of summer shows, sponsored or sustaining, as well. Like the WPA, the summer show makes work for people who might otherwise face the bread line or an even meaner fate, like a nine-to-five job. In making work, these programs seldom make history. Here are a few examples, ranging from promising to inexcusable, now available on the summer air.

* * *

JACK PAAR SHOW

CBS-TV, Saturdays, 9:30-10 p.m.
Sponsor: Prom
Agency: Leo Burnett
Writers: Jack Paar, Larry Markes, Jack Douglas
Producer: Al Span
Director: Peter Birch
Cast: Jack Paar, Pupi Campo, Jose Melis, Betty Clooney Johnny Desmond.
Production cost: $13,500 a week.

CBS-TV's answer to NBC-TV's Dave Garroway may turn out to be Jack Paar, a young man of casual airs and incipient wit who presided over an unnoticed daytime program before being put on display for the general public at 9:30 Saturday nights.

Mr. Paar's new half-hour nighttime show consists of about the same ingredients as are in Mr. Garroway's productions. (The reference here is to the nighttime Garroway as distinguished from the daytime Garroway who plays straight man to a chimpanzee on *Today*.) In Mr. Paar's show there are singers and such, all of pleasant mien and professional competence, and there is Mr. Paar, sucking on an unlit pipe, making small jokes and, on his opening appearance, occupying entirely too much time.

Mr. Paar is not a particularly gifted monologist. He has a flair for quick witticisms but not for sustained story-telling. Verdict: Mr. Paar's show has promise, if he will quit hogging the camera too long at a time.

* * *

SUMMER IN THE PARK

DuMont, Wednesdays, 9-10 p.m.
Producer: Roger Gerry
Director: Frank Bunetta
Mistress of ceremonies: Virginia Graham
Production cost: $2,434 per program

PALISADES Amusement Park, New Jersey, is a squalid, inland version of Coney Island, an attraction for only the most unresourceful seekers of divertissement. Thanks to the miracle of television, viewers along the DuMont network may now waste an hour at Palisades without stirring from their sofas.

The mistress of ceremonies on this weekly visit to the Palisades is a massive blond named Virginia Graham, who speaks with the authority of years on the midway. She describes the delights of the Palisades with the fervor of a barker beguiling the innocent into the muscle-dancers' tent.

In the intervals between Miss Graham's vigorous commentary, an inferior orchestra plays, sweating customers dance, contestants engage in a watermelon eating match, a handwriting analyst examines a perspiring palm, a line of rumpled beauty queens parade along a runway. Miss Graham insists it is wonderful fun. A more objective appraisal: programming by default.

GAMBLE ON LOVE

DuMont, Fridays, 10:30-11 p.m.
Producer: Robert K. Adams
Director: Harry Coyle
Star: Denise Darcel
Production cost: $4,674 per program

WITH Denise Darcel, the French actress, as a passably decorative but hopelessly unintelligible interrogator, DuMont has introduced a quiz show, *Gamble on Love*. To qualify for participation, contestants must be couples who are in love or at least claim to be. Miss Darcel's qualifications for her role are more obscure. She lacks the English to engage in spontaneous give-and-take with contestants and is totally at sea in her assignment.

Contestants are asked such questions as this, from the opening show July 16: "In an early American love story one person was named Priscilla and another John Alden. What was the name of the third?" For answering that stumper correctly a couple won several articles of merchandise which were described with admiration and repeated brand identification. The products mentioned on the show were almost full commercials, to the number of a dozen or more.

Love, it is said, conquers all, and indeed it seems to have conquered DuMont's better judgment.

STAGE SHOW

CBS-TV, Saturdays, 8-9 p.m.
Sponsors: Schick shavers, Nestle Co., Nash Motors, Sheaffer pens
Executive Producer: Jack Philbin
Producer: Stanley Poss
Director: Frank Sapenstein
Stars: Tommy and Jimmy Dorsey
Production cost: $25,000 a week

IN THE emergency of filling the hour which has been vacated for the summer by Jackie Gleason, CBS-TV has enlisted what should be the valuable services of the durable Dorsey brothers, Tommy and Jimmy.

Both are fine musicians, and they have assembled an orchestra which, although not up to the brilliance of the former Tommy Dorsey band, is a cut above most of those in the business today. Unfortunately, the orchestra has been given no more taxing an assignment than playing background music to acrobats.

Instead of emphasizing the high-quality instrumentalism of which this organization is capable, the program features the brothers Dorsey as masters-of-ceremonies, introducing acts which must be rejects from old Ed Sullivan shows. The July 17 Dorsey program featured three gymnasts, comedian Jack Leonard (who keeps getting fatter but no more amusing), singer Tony Bennett and Lynn Roberts, a blond vocalist of remarkable physique and acceptable voice. Of this company only Mr. Bennett and Miss Roberts belong on the show.

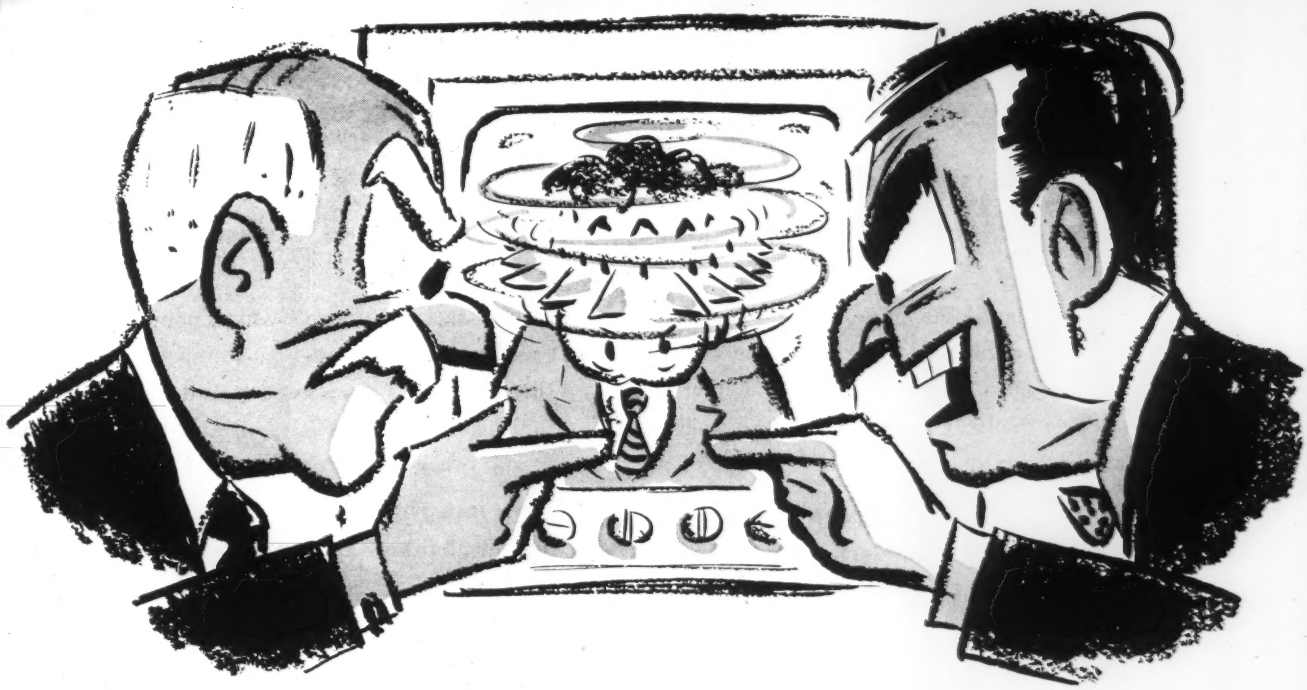
It is a heedless waste of talent to hire the Dorseys for a job that could be performed by any pit orchestra at union scale.

* * *

BOOKS

BRITISH BROADCASTING. A bibliography, 1954. Published by the British Broadcasting Corp., Broadcasting House, 35 Marylebone High Street, London, W. 1. Printed by Broadwater Press Ltd., Welwyn Garden City, Hertfordshire. One Shilling (19 cents U. S.). 38 pp.

AN INVALUABLE guide for the student of the radio-tv field, particularly for those studying the British system of broadcasting.



To a new TV station that's caught in the middle

If the need for both good shows and low costs has got you coming and going, Studio Telescriptions are your answer to economical, top quality programming.

With the new combined* Studio Telescription Library, you have the country's leading musical artists featured in hundreds of short, gala production films. This unique library includes a complete programming service—scripts, program ideas, and background material—so that in just minutes you can build a variety of fine shows that will win audiences and sponsors for your station.

Studio Telescriptions are basic to profitable TV operation, yet their cost is only a small monthly fee. Find out today what they can do for you.

**Consisting of Studio Musi-Films and Snader Telescriptions*

Put scores of top name artists on your regular staff

TERESA BREWER

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Use Columbia Pacific Radio and

REDISCOVER THE WEST!

Westward bound? Team up with the Columbia Pacific Radio Network. You'll discover CPRN carries the most weight throughout today's $20-billion Pacific Coast market. And there are four sound reasons why:

RADIO IS EVEN MORE POPULAR ON THE COAST than it is nationally. Westerners spend an average of 17.3% more time with radio than the national average.

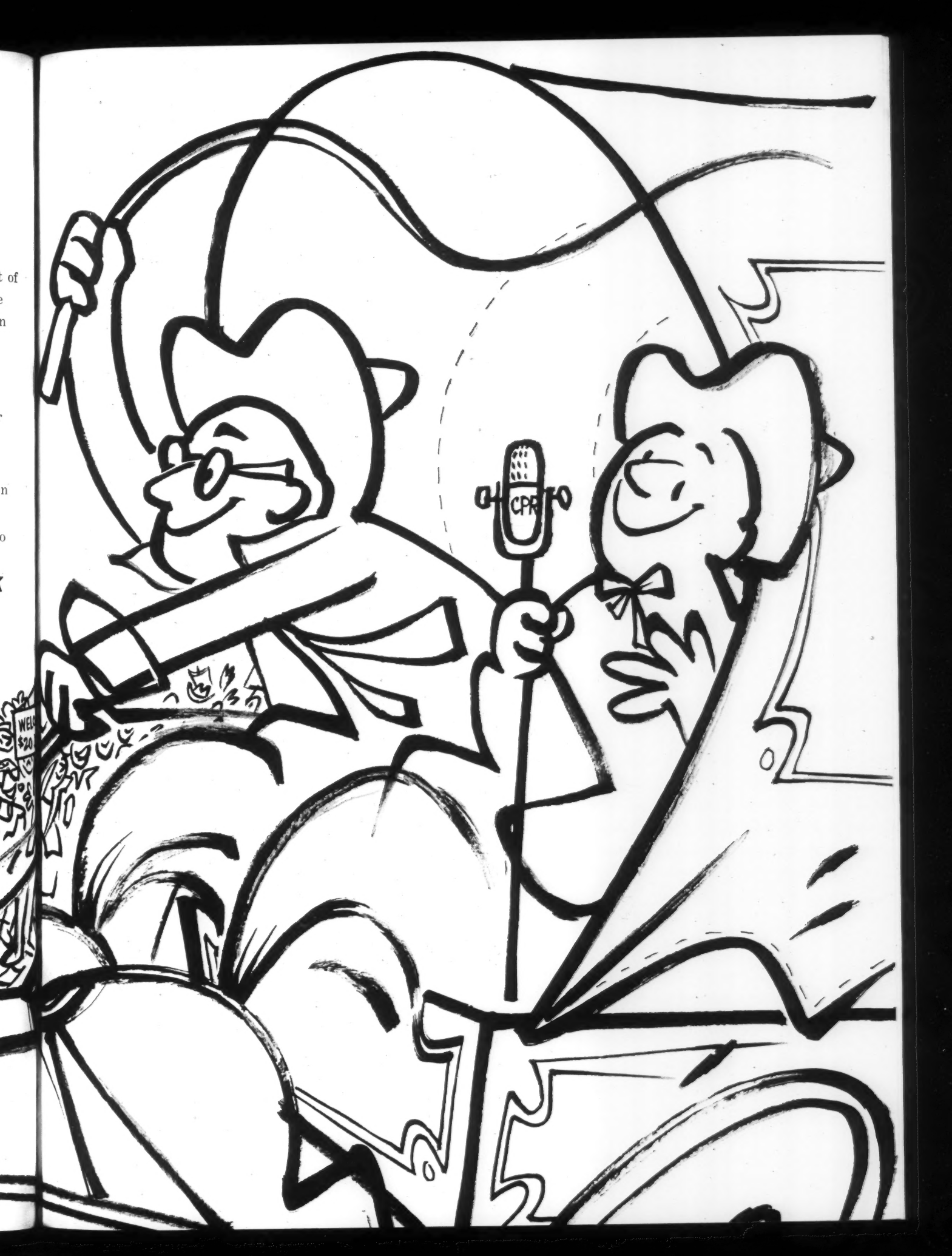
CPRN MATCHES POWER TO POPULATION. Only CPRN has the Balanced Coverage to match the Coast's spread-and-cluster pattern... maximum-power stations where population is spread out (example: the Los Angeles market covers an area the size of Connecticut) and moderate-power stations in areas where population is concentrated in smaller clusters. As a result of this Balanced Coverage, day and night more families listen to CPRN, in total, than listen to any other West Coast network.

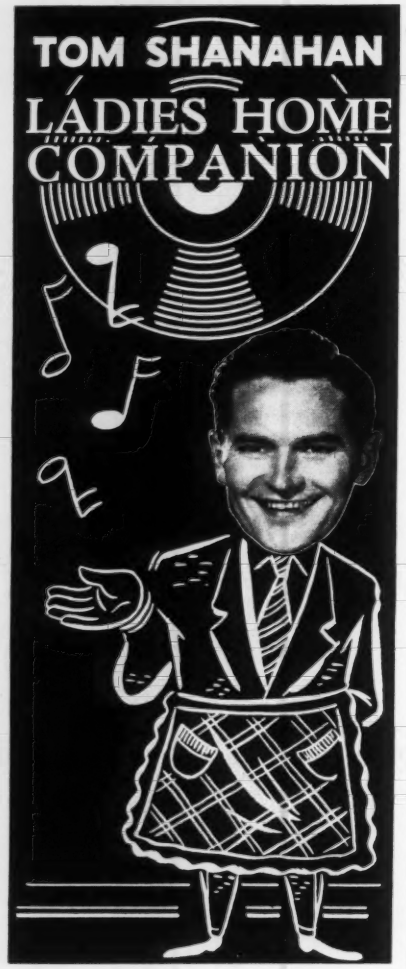
CPRN HAS THE LARGEST SHARE of the radio audience in the West year after year. And CPRN's audiences are more than 6% larger today than in 1948, before television.

ADVERTISERS ARE AWARE OF THESE FACTS. As a result, CPRN carries more business than any other West Coast network!

Give you a lift to the Coast? Call CBS Radio Spot Sales or... ***THE COLUMBIA PACIFIC RADIO NETWORK***

All sources on request.


CPR



If your product is used by housewives, this fellow is YOUR BOY. He whispers things in ladies' ears that makes them go buy something.

His mid-afternoon show bursts with features including "pop" music, celebrity interviews, contests, listener phone calls and minute spots from shrewd advertisers.

You, too, can get up to twice the Milwaukee audience per dollar of any network station by using WEMP* Call Headley-Reed!

** Based on latest available Pulse rating and SRDS rates.*

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

OPEN MIKE

Insurance

EDITOR:

Your article on page 83 of the July 19 issue on Metropolitan's *Allan Jackson and the News* was of such interest to us that I would appreciate receiving 10 copies for distribution throughout our organization.

Jerry Crowley,
Adv. Prom. Mgr.,
Metropolitan Life Insurance Co.
New York.

Name and Place

EDITOR:

Your story on page 64, July 12 issue, relative to the proposed and recommended sale of WTAC-AM-TV Flint, has given me pause for reflection. Obviously, for a guy who owns and operates an advertising and public relations agency, I am not properly herding the goats in my own back yard.

The story, as you printed it, was minutely correct in every respect but one. . . . The name officially bestowed, recorded, registered, and now thoroughly shopworn, is "Jack"—not "John." The Parker Advertising Agency is located in Saginaw, Mich., not in Flint. . . .

Jack B. Parker
Parker Advertising Agency
Saginaw, Mich.

Who's Not Who

EDITOR:

Bet you this isn't H. J. M.

Frank Stanton
President, CBS
New York

MR. BROPHY MR. MORGENS

[EDITOR'S NOTE: Dr. Stanton refers to a picture run in B•T, July 19, with a story reporting that Howard J. Morgens had been elected executive vice president of Procter & Gamble. By error a picture of Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt, was identified as that of Mr. Morgens.]

Thomas v. Lasky

EDITOR:

I should not ask space for this letter merely to prolong a personal controversy with Victor Lasky [OPEN MIKE, July 5]. But there is a matter of principle involved and this in turn depends on a proper statement of facts concerning my position which Mr. Lasky misrepresents.

I should very much object to letting certain actors and others, who were pro-communist, run a forum on NBC or any other network. That responsibility belongs to NBC. This is different from standing up for the right of actors to appear on special programs where they can be judged by the performance. I'd welcome an appearance by oil millionaire Hunt on one or more forums.

I should very much object to the Ford Foundation's seeking a near monopoly of discussion programs on the air as Facts Forum has been doing. Actually, the *Omnibus* program, subsidized, I understand, by the Ford Foundation, on CBS wasn't a program devoted to discussion of public issues. Moreover, no such charges have been brought against the Ford Foundation as were brought by the *Providence Journal-Bulletin* against Hunt's Facts Forum. And those charges haven't been satisfactorily refuted.

Norman Thomas
New York

Outdated

EDITOR:

RE KMO-TV SALE PAGE 9 JULY 12 ISSUE. KOMO-TV SEATTLE IS EXCLUSIVE NBC AFFILIATE FOR WESTERN WASHINGTON. NO NBC SHOWS RUN ON KMO-TV TACOMA SINCE DECEMBER OF LAST YEAR WHEN KOMO-TV WENT ON AIR. PLEASE CHANGE YOUR FILES ACCORDINGLY.

RAY BAKER, COM. MGR.
KOMO-TV SEATTLE, WASH.

Reliable Source

EDITOR:

. . . In my daily "Tv First Nighter" pieces syndicated by Classic Features, for the second time within a week I have had occasion to credit, and to thank, B•T as a source of information on tv that I think is of importance not only to the industry but to the general public.

Your editorials, too, are succinct and informative. . . .

Burton Rascoe
New York

Round and Round (Cont.)

EDITOR:

Radio Station WDOK is opposed to the proposed plan of the record manufacturers to supply 45 rpm discs for broadcast.

We do not relish the possible jeopardy to future programming by having to substitute the use of records which are almost impossible to cue, difficult to change rapidly and likely to lose tract or throw the head during broadcasts.

If this is an "economy move," then let the record companies cease and desist in mailing hundreds of recordings which never get on the-air. The growing influx of pop, polka, hillbilly and race is too much for any station to keep up with. At the same time, duplicate mailings are made to individual DJ's which only serve to waterlog a station library.

WDOK recommends fewer records—more selective mailings and definitely 78 rpm for radio broadcast in the pop field. . . .

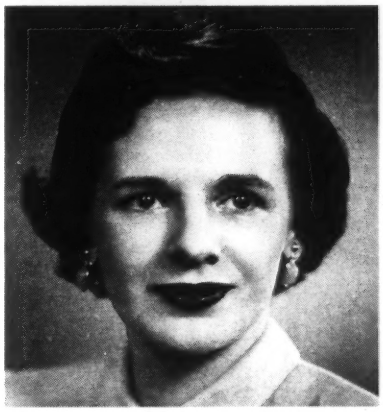
Willard L. Dougherty, V. P.
WDOK Cleveland

EDITOR:

I have a legitimate gripe . . . on 45 rpm microgroove recordings. It's time the broadcasting industry stood up for itself. In the first place only about 25% of the am stations in the country are equipped to play 45 long plays. In the second place a 45 microgroove recording has about one fifth the life of a 78. The 45 rpm recording has to be handled more delicately. It all adds up to this: radio stations all over the country are going to be forced into increasing the budget

WE PRODUCE RESULTS!

WILK-TV has consistently taken top honors as the "PRODUCIN'EST" television station in Northeastern Pennsylvania—the nation's 24th market. Here are just a few sales-packed success stories that PROVE our superiority . . .



LIBBY BRENNAN, of WILK-TV, is the **ONLY** local television personality with a **national** sponsor. Her community interest program, "LIBBY AT LARGE," is sponsored by the STUDEBAKER CORPORATION. It is the **best** STUDEBAKER salesman in this entire area. The local dealer reported that following the **tenth** show, there were **346** walk-ins and **28 actual sales** of new STUDEBAKERS as a direct result of "LIBBY AT LARGE."

This type of quality programming and smart salesmanship is **synonymous** with WILK-TV.

On the twenty-second day of the recent running of "THE ROBE," the PARAMOUNT THEATRE of Wilkes-Barre ran a saturation program **exclusively** on WILK-TV. The excellent presentation of this program resulted in the theatre's **largest gross** except its opening in 1938.

Kresge's local store uses WILK-TV's "Buckskin Jim Show" exclusively. The proven kid appeal of this program has been put to use in displaying their toy line. The store reports astounding sales results. Customers from as far as Mt. Carmel and Carbondale have come in . . . and bought . . . as a result of the show.

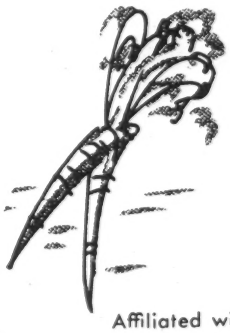
These are only a FEW of the success stories that prove WILK-TV **TOPS** in coverage, audience and quality salesmanship.
Our tremendous sales power is ready to serve **YOU.**

1ST IN POWER AND COVERAGE!

Call or write

AVERY-KNODEL, Inc.

- New York
- Chicago
- Los Angeles
- San Francisco
- Atlanta
- Dallas



WILK-TV

WILKES-BARRE
SCRANTON

Affiliated with both **ABC and DUMONT NETWORKS**

like shooting fish in a barrel

"How can you miss?" With coverage that reaches 429,000 families and a phenomenal share of audience, established VHF WTAR-TV not only blankets America's 25th market, but the eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Selling in America's Miracle Market gets to be more of "a snap" everyday.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

for their music library whether they like it or not. . . .

It's time the various recording companies realized the fact that radio is the medium that sells their recordings. I have long had the belief that there's nothing wrong with radio but the people in it, and if this bit of piracy is pushed through and the broadcasting industry takes it sitting down that belief will be justified.

R. B. McGregor, Coml. Mgr., KBNZ
LaJunta, Colo.

EDITOR:

We received a shipment of records on 45 rpm. We can play 45's OK but the record that got my goat was "Be Sharp—Feel Sharp" a single practically plugging Gillette. It is a beautiful rendition by the Boston Pops orchestra but it will not be played on this station. Too bad, since the other side is a fine semi-heavy also by the Boston Pops orchestra.

Another Muriel deal—Why? . . .

E. D. Scandrett, Gen. Mgr.
WKEI Kewanee, Ill.

Long Hops

EDITOR:

In reference to your comment on freak tv signal reception, I submit the following. With a ch. 2 ten-element Yagi antenna, I receive such as KMID ch. 2 in Midland, Tex. (1,150 miles), KFEL ch. 2 in Denver (895 miles), KOOK ch. 2 in Billings, Mont. (873 miles), nine days out of ten from here in Lafayette, Calif. This sort of reception as you know is quite common during this time of year. The reception from these stations is not always as good as locals, but on several occasions, it has surpassed the signal strength of them. Of course this reception is often supplemented by more distant stations. . . .

I am the president of an organization called the American Ionospheric Propagation Assn. which deals with the subject of long distance tv reception. We publish a monthly bulletin that discusses current topics, and I would be glad to pass along a copy of it to any long distance tv enthusiast.

Robert E. Cooper II, Pres.,
American Ionospheric Propagation Assn.,
Lafayette, Calif.

Progress Report

EDITOR:

July 16 KCMS-FM [was to] be one year old. Normally this would be of little interest to you, we suppose. However, for an independent fm station to have some degree of success in an am and tv market might be significant.

Our programming is over 60% classical music, eight hours per day. We limit our commercials to the hour and the half-hour, and the music comes first. The classical music is programmed for content rather than time.

At the end of one year we find advertising agencies both in Colorado Springs and Denver placing business with us. . . . The interest in Hi-Fi has also helped a great deal. . . .

You can walk into any appliance store in Colorado Springs now and find am-fm radios in stock; further the salesman will tell you about "the Manitou music station." . . .

In our opinion there is a place for fm in markets as small as Colorado Springs if it is directed to a class audience.

C. M. Edmonds
KCMS-FM Manitou Springs, Colo.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

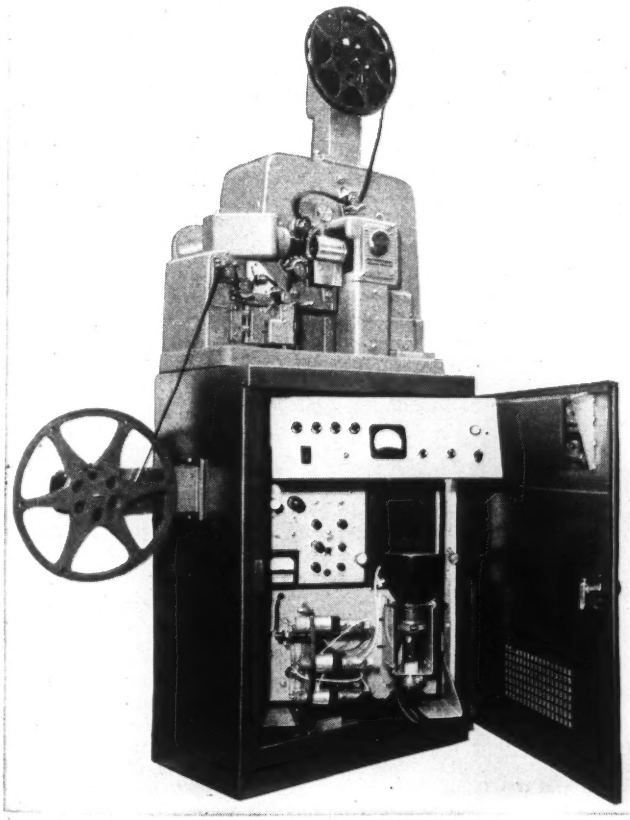
COLOR CAPSULE EDITION

2nd LEVEL OF G-E PYRAMID PLAN FEATURES ALL-NEW 16mm PROJECTOR

WALT HOFFMAN

● Walt Hoffman, of General Electric's broadcast engineering section provided the background for this unveiling of new color TV film room equipment. His assignment during recent months was exclusively on the development of G-E's color projector. An electrical engineer, Walt also holds a B.A. degree in Production Management from The University of Minnesota.

The Editor, G-E Telequipment News, Section X274-26, Electronics Park, Syracuse, New York



Add one or two of these units to the 2" x 2" Slide Scanner and Scanner Pickup for complete film facilities.

Continuous Motion Unit Perfected For Color Rated Far Above Monochrome Re-designed Projectors

Once again, General Electric Company demonstrates a unique ability to gear its production facilities to the earliest possible broadcaster need. Here, you see color film equipment ready for the nation's first color order and perfected to deliver picture quality that attracts commercial revenue. Engineers at every TV station will want the technical background given in this article for an intelligent recommendation to his station management.

G-E's 16mm Film Scanner is a continuous motion projector with flying spot scanner for light source and a photo-multiplier assembly for conversion of light to electronic signal suitable for broadcast transmission.

THE PROJECTOR

The Projector system was designed by Otto Whittel and produced by Eastman Kodak Co. for General Electric. It has been simplified to a point where jitter and weave are absent. Correct guide and gate design plus precise gearing of the film drive to the compensating mirror drive accomplish this feature. Flicker is reduced to insignificance by the dual mirror position relationship where more than enough light is reflected during any lap. Special masking between the mirrors compensates for this.

Automatic control of film shrinkage is accomplished by utilization of space between sprocket holes to mechanically locate the frame in the gate and to maintain correct focal distance from lens to film. G-E uses an F1.6 projection lens and front surfaced compensating mirrors to assure efficient light transmission. Note, this light is three times the amount in other known systems. *There are no other limiting apertures.*

THE SCANNER

The Scanner light source is a blank raster swept on the face of a five-inch kinescope. It is rich in all wavelengths of the visible spectrum. The phosphor has extremely short decay time to maintain small spot size with maximum brightness. Actually, a level of less than 2% linear sweep distortion based on vertical height is maintained.

During the development of this projector we were guided by two main objectives. One, devise a near-perfect system for top color quality. Two, make it simple to operate . . . easy to maintain. All of this has been done.

MAJOR FEATURES

- **High efficiency light transmission system. Two revolving mirrors in a simple system eliminate need for prisms.**
- **Televised picture free of "jitter," "flicker," and "weave."**
- **Low maintenance. Two revolving mirrors require a minimum number of moving parts.**
- **Quiet mechanical operation. No high-speed eccentric or reciprocating parts to become noisy through wear.**
- **Continuous motion of film reduces sprocket hole and film damage. No fast pull-down claws or intermittent sprockets.**
- **Optimum picture and audio reproduction from either optical or contact printed films.**
- **No frame bars—system inherently eliminates frame bars; start or stop on any frame.**
- **Block-built equipment. Fits the Slide Scanner and Scanner Channel accurately, with maximum efficiency in light transmission.**
- **Has own scanner tube, reducing lost air time in event of tube failure.**
- **One and a half hour film capacity; accepts 3,000 ft. reel.**
- **Even film tension regardless of film load or reel diameter.**
- **Electronic framing of picture.**
- **No registration problems.**
- **Handles prints with track and picture emulsion on either front or back of film. Optimum picture reproduction with shrunken film.**

GENERAL ELECTRIC

what's cooking in Coffeyville?

Newest Southeast Kansas-Northeast Oklahoma survey covering 11 county Coffeyville trade area (256,000 people) reports:

KGGF HAS BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. to 6:30 P.M.)

KGGF with 10 KW on 690 KC delivers primary coverage to a total of 87 counties in Kansas, Oklahoma, Missouri and Arkansas.

KGGF

690 KC ABC
COFFEYVILLE, KANSAS

our respects

to ROBERT EVART SHELBY

THE TERM television pioneer, somewhat loosely tossed around in these days of superlatives, can be applied with utmost honesty to Robert Evart Shelby, who just a few weeks ago was named vice president and chief engineer of the National Broadcasting Co. to cap a 25-year career with the organization.

For how many persons, even veterans in the industry, can claim that as far back as 1931 they were announcing the call letters of a television station?

Actually, that was just one of the many duties of Bob Shelby back in that year when NBC first established its television development laboratory in the Empire State Building and placed him in charge. As he recalls:

"It was the middle of the Depression and frequently our staff was so small that it became a one-man operation. I'd have to announce the call letters (W2XF for sight; W2XK for sound), operate the film scanner and transmitter, and in my spare time keep the station logs and maintain equipment."

While at the Empire State Building, his group was successful in the first test of inter-city relay equipment for television, sending a relayed signal from New York to Camden, N. J.

From 1935 to 1937 he assisted in the organization of RCA-NBC field tests of all-electronic television and in the design of equipment and facilities for those tests.

From 1937 to 1940 he was supervisor of all NBC experimental operations and development, and in addition made two trips to Europe to study television systems there.

During World War II Mr. Shelby directed NBC's wartime research and development activities for the armed forces, including the development of an air-borne television reconnaissance system for the Navy. He also served during this period as technical consultant to the National Defense Research Committee.

Since the war he has been successively and successfully NBC's director of technical development, in which he specialized in the development of system and facilities for commercial television broadcasting; director of television technical operations, in which he was in charge of all technical phases of NBC-TV operations; and director of color tv systems development.

In addition to his many assignments at NBC, Mr. Shelby has devoted much of his time for a number of years to the television standardization work—both in black-and-white and color—of various industry committees, including the National Television System Committee, the Radio Technical Planning Board and the Radio-Electronics-Television Mfrs. Assn.

It is no accident that Bob Shelby went into broadcasting. Born in Austin, Tex., on July 20, 1906, he was one of the earliest amateur radio operators in that part of the country after World War I, and continued his "ham" operations until 1924, when, as a student at the U. of Texas, he found his radio activities took too much time from his studies.

"It was a tough decision to make—whether to give up school or quit my ham operations," he remembers. "Influenced no little by a bit of parental prodding, I finally gave up my radio work to concentrate on school work."

In reality, Mr. Shelby did not give up all his radio work, continuing his position as the licensed operator of the university radio station. Pitching into his studies with renewed vigor, he also won top scholastic honors while earning three degrees.

Soon after graduation he was interviewed by a recruiting team from the Radio Corp. of America looking for outstanding prospects from the college campus. He soon was in New York as a student engineer for NBC.

That was July 1, 1929. On June 4, 1954—just four weeks shy of 25 years later—Mr. Shelby was named to his present position of NBC vice president and chief engineer. In his words, "I didn't quite finish my 25-year apprenticeship before making V.P."

Mr. Shelby is a fellow of the Institute of Radio Engineers, chairman of the Institute's Television System Committee and a member of its Standards Committee. He is a fellow of the American Institute of Electrical Engineers and a member of the Society of Motion Picture & Television Engineers. He also is a member of Tau Beta Pi, Phi Beta Kappa, Eta Kappa Nu and Sigma Xi.

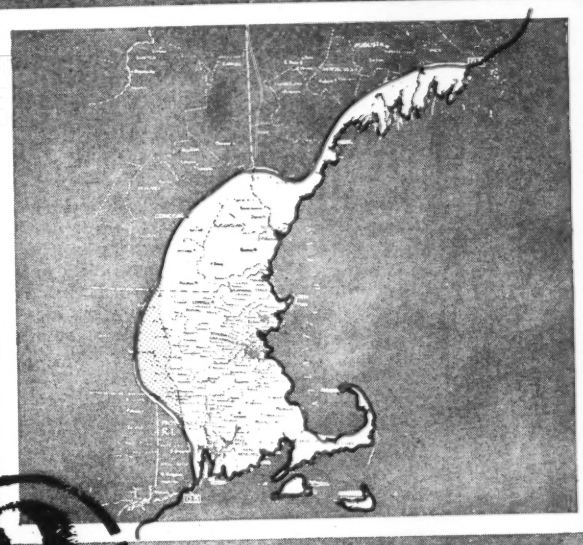
Licensed as a professional engineer by the State of New York, he holds several patents in the fields of television and frequency modulation. He is a member of the Board of Editors of the RCA Review, the Board of Technical Advisers of the RCA-Institutes, and the RCA-NBC Liaison Committee.

Mr. Shelby is married to the former Marian Eikel, who, as an assistant in the Spanish department at the U. of Texas, helped him cram two years of that language into one year of intensive study while he was working for his master's degree. The Shelbys live in Teaneck, N. J., and have two daughters, Barbara, 22, who recently was graduated from her father's alma mater, and Jane, 13.

A man completely absorbed in his work, Bob Shelby has little time for hobbies. When he does find the time, he enjoys repairing the house and dabbling in carpentry. However, he says he probably gets his main relaxation from driving his automobile. Whenever possible, he and Mrs. Shelby make his business trips together in the family car.

WHDH

50,000 WATTS · BOSTON · 850 KC



SURVEY 2

THE SURVEY WITH THE FRINGE INCLUDED

PLUS NEW AUDIENCE COMPOSITION FIGURES

PLUS NEW CUMULATIVE (UNDUPLICATED) WEEKLY RATINGS

WHDH announces the completion of its Second Area Survey.

Conducted by Pulse, Inc. just 12 months after the first survey, this report brings to 16,400 the number of personal interviews made during the months of January 1953 and 1954.

Survey Number 1 completed a year ago created industry-wide interest and over 11,000 copies were distributed. Survey Number 2, covering 25 counties of this New England market and embracing 1,440,080 radio families, brings additional qualitative information in the form of "cumulative audiences" and audience composition.

Substantial sampling is a basic requirement of sound research. Too much of today's information on radio and TV is derived from an inadequate base, and upon these questionable data, decisions are made accounting for millions of dollars in advertising revenue.

Survey Number 2 measures the total listening of 8,200 families at home and away from home — and develops new facts on audience turnover and composition.

You may have your personal copy now by calling your John Blair man, or sending your request to Radio Station WHDH, 6 St. James Avenue, Boston 16, Massachusetts.

WHDH

FIRST
IN RADIO!
NOW
FIRST
IN TV!
KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.

HAROLD DREYFUS

on all accounts

PROVOCATIVE are the ideas of Harold Dreyfus, vice president of Noel, Lent & Assoc., Hollywood (formerly Time & Space Advertising), who supervises radio-tv advertising of such clients as Anatole Robbins cosmetics; Tippa Typewriter Co. (imported from West Germany); Superior Mortgage Co. and Smoky Joe Foods (canned baked beans), all southern California firms.

Example: his ideas about movies on tv:

The poorer the movie, the more effective the tv advertising message, he explains. "It's hard to overestimate the tenacity of an audience watching a bad picture. If they're going to watch at all, they pay close attention," he elaborates. Though a smaller audience, results have proved greater, especially in direct response advertising, Mr. Dreyfus contends.

Given to quiet, though barbed, comments on current radio-tv practices, he observes, "It's impossible to insult a tv audience, though great attempts have been made."

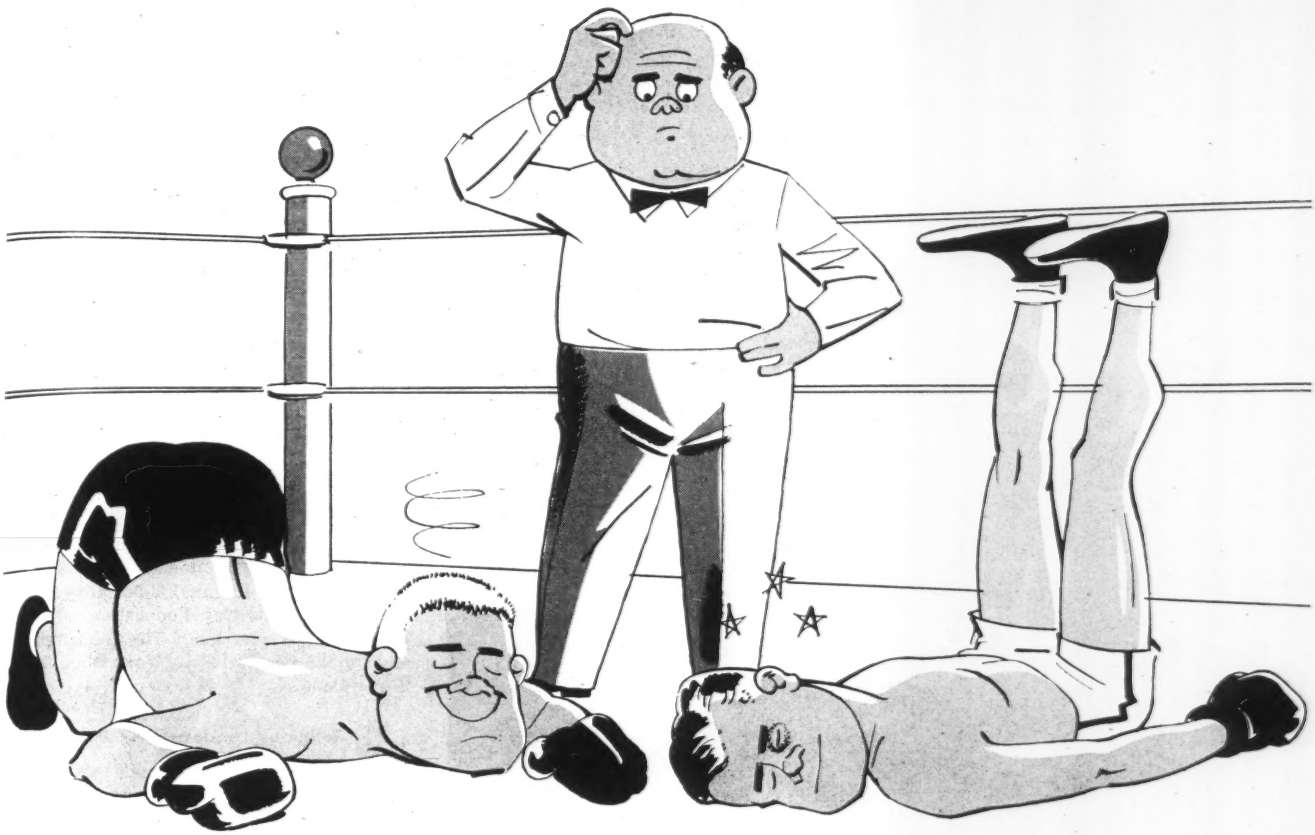
Mr. Dreyfus was born in New York City, and moved with his family to Los Angeles in 1934 when he was 14. A product of the U. of Chicago liberal arts course, he graduated with an AB in English in 1938. His post-graduation European trip was interrupted by the war, so he returned to the U. S. in 1939 to write plays on a Fallbrook, Calif., ranch.

Following a variety of occupations, including being publisher-editor of a vocational guidance magazine, *Los Angeles Times* advertising salesman, and simultaneously operating a commercial photography studio and a Beverly Hills couturier shop, Mr. Dreyfus entered the agency field as account executive for Carmona & Allen, Hollywood, in 1951.

He later was an account executive with Walter McCreery & Assoc., Beverly Hills, and account executive and vice president, Smith & Ganz Inc., Hollywood. He joined Noel, Lent & Assoc. in his present position last year.

NARTB and the American watchmakers should cooperate in creating a 63-minute hour to accommodate present double- and triple-spotting practices, Mr. Dreyfus observes dryly, ". . . which is what the industry is selling. If all stations adhered to the NARTB code, they would be selling only a 61-minute hour."

Mr. Dreyfus recently married the former Jean Waterman. They journey regularly to nearby Tijuana, Mexico, to watch the bullfights, of which he is very fond. Mr. Dreyfus lists other out-of-office pleasures as reading and "switching channels."



It's No Draw...in Omaha

KMTV is the **only** television station in the Omaha area that packs the knockout wallop you need for bigger sales in the booming Omaha market.

According to the June Rand McNally Business Trend Bulletin, Omaha is one of the country's "10 best cities," with business activity 7 per cent above last year (considered to be the Nation's biggest business year). There's no recession talk in this two-billion-dollar market, no shut-down plants, no reluctance to buy.

Businessmen report "sales better than ever." Chamber of Commerce figures show this for the first five months of 1954: building permits up 26.4%, natural gas use up 23.9%, grain receipts up 16.9%. And department store sales, according to FBR, are up 3% for the first four months.

And here's why KMTV can give you the "one-two" sales punch in the booming Omaha market. Hooper, ARB, and Pulse* all show that KMTV has Omaha's biggest audience—with 11 of the top 15 weekly shows . . . the most popular locally-produced and multi-weekly shows . . . and a commanding popularity lead in total quarter hours.

This popularity is spread **throughout** the Missouri Valley market, because of KMTV's low channel 3, maximum power, the flat Nebraska-Iowa terrain.

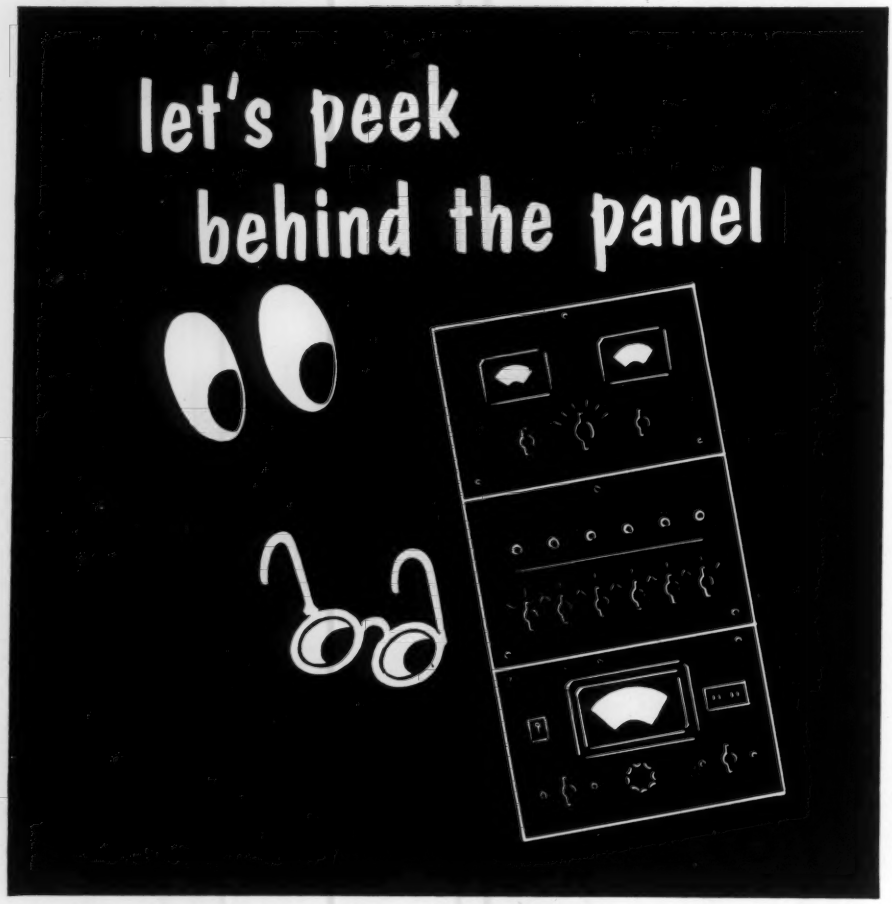
Like KMTV's 300-some satisfied national and local advertisers (more than any other tv station in the area) you, too, can benefit from KMTV's outstanding popularity in the booming Omaha market. Contact KMTV or Petry today.

* Pulse—May 15-21, Hooper—June 1-7, ARB—June 12-18, '54

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.



. . . and see why the Rust Remote Control System is your best buy

First . . . you'll find that no two Rust systems are exactly alike. They are not "packaged" units, but *engineered* systems, specifically designed to fit *your* transmitter.

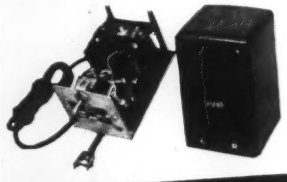
Second . . . you'll see that the Rust system is *complete* — you have nothing else to buy "to fit *your equipment*". You even get interconnection diagrams, especially made for your transmitter and monitors.

Third . . . there are no tubes, so there are no tube failures. There are no adjustments, so there are no maladjustments. The Rust system functions as it should . . . with practically no maintenance.

If you are considering Remote Control, investigate before you buy. Take a peek behind the panel and you'll choose Rust.

FOR EXAMPLE — Rust offers you Breaker Resetting

The RI-108-11A Linear Actuator, used for resetting manually operated overload breakers, permits linear movement of any mechanism to which it is coupled. In many cases it is possible to reset *several* Heinemann overload breakers simultaneously with one unit. Send for Brochure showing what you get when you buy the Rust system.



the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

IN PUBLIC INTEREST

Hemingway Promotes Communities

OPPORTUNITY to advertise their communities as vacation areas is available free to Don Lee and Intermountain-Mutual network station managers during current promotion on the *Frank Hemingway and the News* program. Publicity Director Rodney (Bud) Coulson invited managers to write in 200 words or less "why you think people in the West should plan their vacations in or around your community." Mr. Hemingway started inserting resultant spot announcements in his twice-daily, six-day weekly quarter-hour programs alternately sponsored by Folger's coffee and White King soap at a rate of one spot a program, starting July 19. Network executives expect at least 80 responses.

$2,000 for Cerebral Palsy

WDOK Cleveland has presented a check for $2,000 to the Variety Club of Cleveland for cerebral palsy. The donated money came through WDOK's Jimmie Fiddler program and the National Kids Day Foundation, of which Mr. Fiddler is president. The funds will be used for the Cerebral Palsy Foundation School of Cleveland.

Religious Leaders Back Drive

LEADING Protestant, Catholic and Jewish civic leaders are recording series of 25 one-minute spot announcements for use in the 1954 Community Chest fall campaign at KFWB Hollywood studios, with facilities donated by Harry Maizlich, station president.

'How to Swim' on Tv

SWIMMING instruction for tots has been offered on WNBQ (TV) Chicago's *Bob and Kay* program as part of a Red Cross campaign co-sponsored by the Chicago Park District and *Chicago American*. Some 30,000 youngsters over six years old have taken lessons in 125 pools throughout the city.

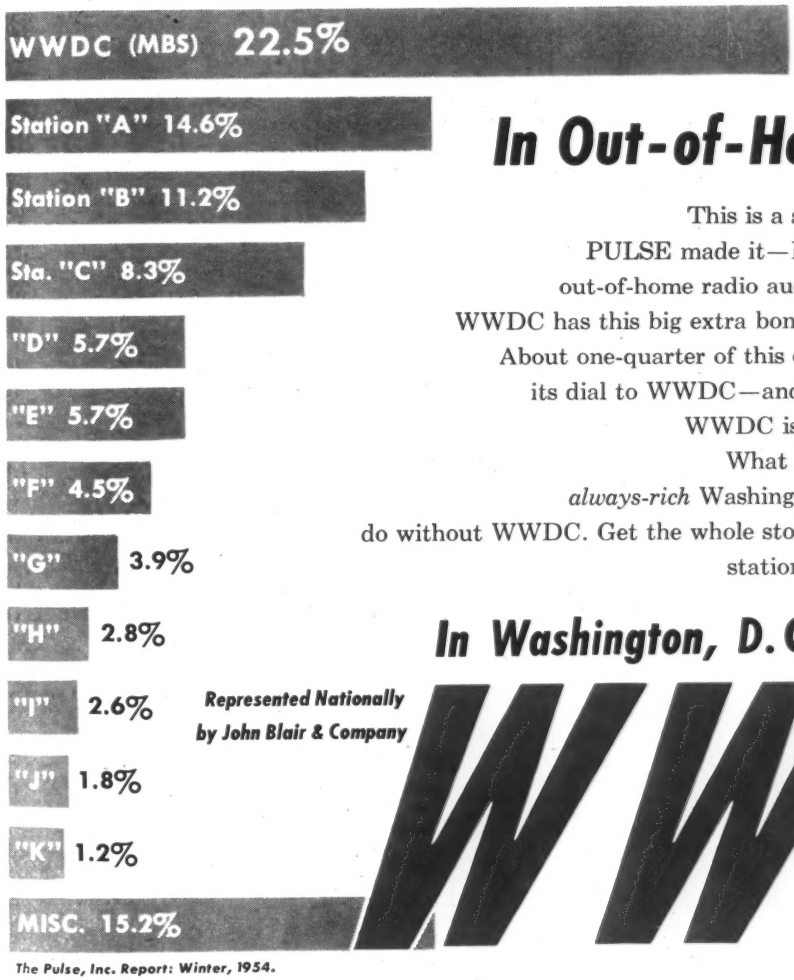
Aid to Flood Victims

THE results of appeals on KGKB and KTBB Tyler, Tex., for aid to Rio Grande flood victims by the Tyler Junior Chamber of Commerce were cited in an article placed in the *Congressional Record* July 16 by Sen. Lyndon B. Johnson (D-Tex.). The story, reprinted from the *Tyler Morning Telegraph*, said 60 boxes of flood relief supplies were collected by Tyler Jaycees after appeals on the two stations.

Helps Sclerosis Victim

FUNDS enabling a multiple sclerosis victim to undergo treatment were raised recently through the help of WCSS Amsterdam, N. Y. When Garry Dillion of that station learned a man had not been able to walk for 18 months, he launched a "Let's give Frank Karp a chance to walk again" drive. Hour by hour pleas and reports were aired by the station. At the end of a week over $5,000 had been raised, more than enough to send Mr. Karp to the St. Joseph's Multiple Sclerosis Clinic, Tacoma, Wash., where recently developed treatments hold new hope for victims.

FIRST! and not maybe!



The Pulse, Inc. Report: Winter, 1954.

In Out-of-Home Audience

This is a survey—not just an opinion. PULSE made it—February, 1954—of the huge out-of-home radio audience in Washington, D. C. WWDC has this big extra bonus audience locked up tight. About one-quarter of this entire listening audience sets its dial to WWDC—and stays there, day and night. WWDC is dominant 77% of the time. What are *your* plans for *selling* the *always-rich* Washington market? You can hardly do without WWDC. Get the whole story about this *sales-producing* station from your John Blair man.

In Washington, D.C. it's

WWDC radio

Represented Nationally by John Blair & Company

Announcing the curtain-raiser in
The Revolutionary New World
COMET PLAN
NO TALENT COSTS ..
1st Time Together on the Air.... America's No. 1 pin-up and America's No. 1 music-maker
Your Golden Opportunity
to put this profitable pair to work for you EXCLUSIVELY in your market!

...PROGRAM COSTS FOR WORLD-AFFILIATES!

A FULL HOUR SHOW
(ON COMPLETE OPEN-END TRANSCRIPTION)

FIVE DAYS A WEEK
A NEW SHOW EVERY DAY, 52 WEEKS A YEAR

THE BETTY GRABLE HARRY JAMES SHOW

A Variety-Filled musical treat sparkling with "star-talk" of music, movies and show people.

SALES-BRIGHT!

BIG-NAME BANDS!

ENCHANTING MUSIC!

STAR VOCALISTS!

FASCINATING DIALOGUE!

Already more than **325 Stations** have become **WORLD COMET STATIONS**

Never in the history of library service has anyone dared to make an offer like this. Mail Coupon below for full details.

WORLD
SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

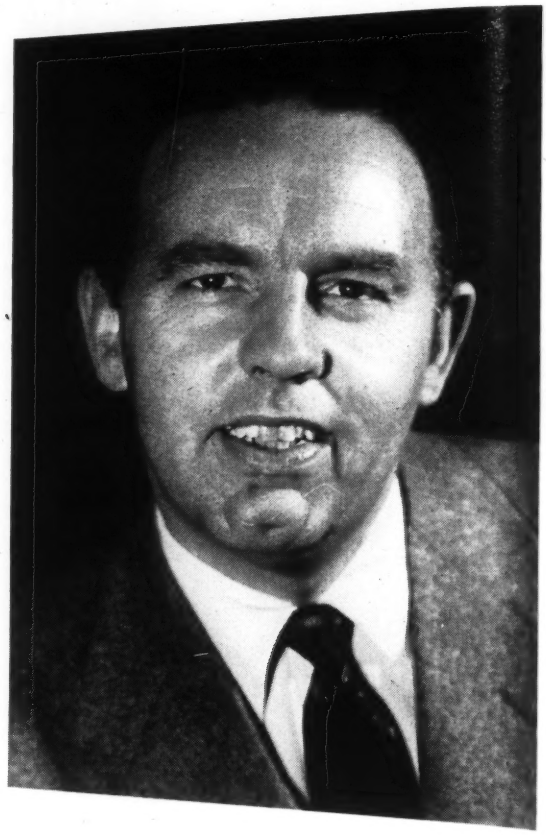
CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO, FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WORLD BROADCASTING SYSTEM, INC.
488 Madison Ave.
New York 22, N.Y.
Rush money-making details of your NEW COMET PLAN.

(YOUR NAME AND TITLE)

(COMPANY NAME)

(COMPANY ADDRESS)



Another Reason Why WPTF is North Carolina's Number One Salesman

Mr. Sportscaster....JIM REID

North Carolinians are the most rabid sport fans in America. Jim Reid is their dish. He's called the shots on the year-round B. C. Sports Review since 1941 and for ten years voiced the play-by-play on the Atlantic Sports Network in the Carolinas and Virginia. His 7:30 a.m. weather summary also rates top flight in those leagues. Jim Reid helps supply the proven punch which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

July 26, 1954 Vol. 47, No. 4

AUTUMN CENSUS WILL COUNT TELEVISION SETS ON FARMS

Extent of visual medium's growth in Rural America will be shown in mid-decade Census of Agriculture, giving advertisers and agencies an accurate count of farms equipped with tv receiving sets. Radio is not included because govenment feels state of saturation does not justify expense and results would be of no material value. Only 2.7% of farm homes had tv sets when 1950 census was taken.

TELEVISION's impact on the nation's farm economy and rural culture will be shown this autumn when the U. S. Census Bureau conducts its mid-decade Census of Agriculture.

For the first time since the new visual medium attained national stature, its spread into homes will be measured. The electronic media, radio and tv, are the only media whose circulation is measured and authenticated by the Federal government.

The count of farms having tv receivers will provide the first actual data showing advertisers and agencies, and the business world in general, how rural America has adopted the new sight-sound medium.

Radio sets will not be counted because the Census Bureau feels complete radio saturation has been reached on farms. The bureau says few farm homes lack radio sets and no material gain would come out of a tabulation inasmuch as the farm radio saturation 4½ years ago had reached 92% and now is much greater.

In April 1950 the Census Bureau counted the number of tv sets on farms in connection with its decennial census, but at that time fewer than five million sets had been produced or less than one-sixth the number now in service.

$16 Million from Congress

Backed by an appropriation of $16 million provided by Congress, the farm census plans specify that an enumerator call at each farm to collect a questionnaire that will be mailed in advance. A force of 31,000 enumerators led by 2,200 crew leaders will be required for the project, historically conducted every five years.

The usual business census, taken every five years, authorized by Congress and long regarded as a basic instrument in the American economy, faces a doubtful future because funds have not been granted for its execution (see story page 46).

The Census of Agriculture will yield a vast fund of information about farms including size, mechanical equipment, use of materials, crops produced, inventories, debts and conservation practices. The last farm census was taken in conjunction with the 1950 decennial census, with the crop and inventory data based on 1949 conditions.

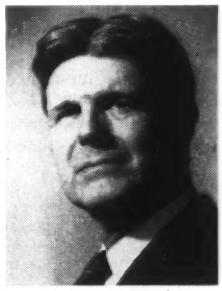
In asking the tv question, the Census Bureau questionnaire puts this simple query in its section on facilities and equipment: "Do you have on this place: . . . (d) television set (yes or no)."

In line with its normal practice, the questions on facilities such as tv sets will be asked on roughly one-fifth of all the 5.4 million farm questionnaires. The tv question will be asked on all large farms, with the 20% sample formula used on other types, totaling about 1.1 million farms.

A 20% nationwide sample is considered accurate by the Census Bureau. A similar sample was used in the 1950 housing study, conducted as part of the decennial enumeration. The radio and tv home figures that came out of the 1950 study were based on this formula.

Tv and the Census

"THE TV broadcasting industry has an important stake in the collection of all the farm information in the Census of Agriculture, aside from its particular interest in the tv set ownership information it will provide," B•T was told by Robert W. Burgess, Director of the Census Bureau.



MR. BURGESS

"Television stations regularly devote program time to advancement of public understanding of matters that are presented in the public interest," he said. "The Census Bureau is leaning heavily on them for assistance in conveying to the farmers of the country the urgency of their fullest cooperation. The Bureau is grateful to BROADCASTING • TELECASTING for this opportunity to make an appeal to all tv stations for their assistance in carrying our message to the farmers.

"Accurate and prompt reporting is essential to (1) holding down the cost of the field work required for collecting the information from farmers, (2) insuring greater accuracy in the returns, and (3) expediting the tabulation and publication of the facts about American agriculture."

Assuming around 30% to 40% of farms have television sets, the Census Bureau figures that totals for the nation and the states will not be affected noticeably by the fact that a 20% sample will be used. The variability "is so small as to be of no importance," one census official said.

As to individual county tv ownership figures, the bureau said that accuracy will be within 5% in the case of isolated counties where few sets are owned. Around television centers the possible variation "will be of no serious proportions," it was explained.

The 1950 census showed that with fewer than 5 million tv sets in existence, 2.7% or 154,090 of the nation's farms were equipped with tv. The figure revealed that only one out of each 37 farm dwelling units had a tv set, or one out of each 40 farms. At that time there were 5,625,100 dwellings on 5,382,000 farms.

Stations Quadruple

Since 1950 the number of stations has about quadrupled and many of them are operating with increased power as well as higher antennas. Furthermore, the sensitivity of receivers has improved. All these factors, including improved and specialized programming, have stimulated purchase of tv sets by farmers along with an extensive increase in the number of farms wired for electricity.

The farm census will show the number of farms with tv sets rather than the number of farm dwellings. Since there are roughly 250,000 more farm dwellings than farms, the saturation percentage will not be directly comparable with the 1950 saturation figure of 2.7%. That figure, however, will have limited value for comparative purposes.

With new tv saturation data available as of late 1954, or mid-decade, bench-marks will be established. These figures will be widely used in government and industry, and they can be revised from year to year with considerable accuracy on the basis of samples and estimates.

Radio saturation on farms was first measured by the Census Bureau in 1925. At that time 4.5% of farms were radio equipped. The 1930 decennial census showed 20.8% of farm homes with radio. The next count was made in 1940 when 60.2% of farm dwellings had radio and by 1945 this figure had increased to 72.8% farm radio saturation despite the lack of factory radio set production after early 1942.

The five postwar years saw a spectacular increase in purchase of radios by farmers. An increase of about 27% occurred between 1945 and 1950, when 92% of farm homes were found to have radio. The total U. S. radio saturation was 95.6%.

Since early 1950 about 37 million home radio receivers have been manufactured. Assuming farmers have bought their share of these (there is one farm to about every nine homes), the farm saturation figure conceivably has passed the 95% point and perhaps is even higher.

At that point government and industry statisticians lose interest in a nationwide enumera-

tion, taking the position that the findings from a comparison of 1950 and 1954 radio figures would be of no practical value. Recommendations against a radio count in the farm census were made by the Census Bureau's government and industry advisory committees.

On the other hand, advisory committees endorsed a count of tv sets on farms, contending television is a dynamic and growing medium calling for accurate circulation and trend data. The figures were deemed necessary in this inventory and analysis of the nation's agriculture.

Copies of the farm census questionnaire will be mailed to farm operators starting in the late summer, with the actual enumeration starting Oct. 1 and continuing into December. About 120 temporary field offices will be opened. An enumerator will visit each farm to collect the completed questionnaire and aid the farmer in filling out the form.

Date Advanced

Sixteenth in a series of national farm counts begun in 1840, the census has been taken every five years since 1920. Earlier mid-decade censuses were as of Jan. 1, covering the previous crop year. This time the bureau is taking advantage of better weather conditions and is reaching farmers at the site of their operations for the 1954 crop year. Advancing of the date was directed by Congress.

The farm census is "the foundation for the entire statistical system covering the nation's agriculture," and provides detailed information available from no other source about farm operations in the 3,000 U. S. counties, according to the Census Bureau.

The bureau listed some of the uses made of farm census data. In the case of advertising, it said that "advertisers of products and services used by farmers and farm families study agricultural statistics for counties and other areas in laying out campaigns designed to reach potential customers."

How Its Used

Other listed uses include: evaluation of factors governing bankers' decisions on credit programs; review of data by marketers to find volume of farm products as basis for decisions on distribution and inventories; measurement of raw material resources by manufacturers, as well as meeting farmers' needs for machinery and supplies. Government uses of the data are extensive and farmers themselves apply census data to their situations. Farm broadcasters use the material in radio and tv programs, and other media employ the data extensively.

Specific questions in the 1954 farm census will provide information about the age and race of farm operators, number and size of farms, tenure, acreage of lands in various uses, crops, livestock, expenditures for selected items (labor hire, machine hire, feed, fertilizers and lime, gasoline and other petroleum fuels and oil), inventory of selected facilities and equipment (television, food freezer, piped running water, tractor, harvesting machines, automobile, truck, etc.) irrigation, conservation practices, farm value, mortgage debt, and cash rent. Variations of the questionnaire will be used so that inquiries about crops, for instance, will be limited in each area to the crops common in that area. On an average, each farmer will be asked about 100 questions, many of which can be answered by checking "yes" or "no" boxes.

EQUITABLE BUYS SPOT CAMPAIGN

Insurance company plans about $150,000 in radio spots as part of overall drive to introduce new type of low-cost life insurance.

EQUITABLE Life Assurance Society of the United States, New York, will launch a million-dollar advertising campaign during a three-month period to introduce a new kind of low-cost life insurance policy, Ray Murphy, president of Equitable, and Anderson F. Hewitt, vice president and account executive, Kenyon & Eckhardt, New York, announced last Wednesday at a news conference.

The campaign will use radio spot announcements, daily newspapers, and national magazines.

The radio schedule will be a two-week saturation type of spot announcement campaign with approximately $150,000 of the budget going into the medium. Aug. 9 is the starting date for the spots, which will be placed in the morning and during daytime.

The new "living insurance" is low cost in protection which guarantees the insured the right—in later years—to change his policy to limited payment or endowment policy.

New Policy Plan

Mr. Murphy said the society's new adjustable whole life policy is designed for millions of Americans who want more and should have more life insurance on a flexible plan. "Living insurance" is an economy size package available in amounts of $10,000 or more. Because the insured buys this much protection, Equitable passes on important savings in the form of low premiums.

Col. Leslie Shope, advertising manager for Equitable, said "the use of extensive placements in radio, newspapers, farm journals, business magazines and national magazines over a four-month period is part of Equitable's plan to achieve maximum impact for the new insurance outlook."

Among the Equitable executives present at the news conference at Kenyon & Eckhardt, aside from Mr. Murphy and Col. Shope were Charles W. Dow, senior vice president and director; Alvin B. Dalager, senior vice president in charge of agency affairs; Walter Klein, senior vice president and actuary; Charles R. Corcoran, second vice president and Robert L. Hogg, senior vice president and advisory counsel.

SATURATION TV campaign on WMAL-TV, 105 announcements weekly for Wilkins coffee, is signed by Helen Ver Standig, vice president and timebuyer of M. Belmont Ver Standig Inc. Watching: Ted McDowell (l), WMAL-TV account executive, and Neal Edwards, sales manager.

Fla. Citrus Group Puts $1.6 Million in Radio-Tv

RADIO and television will get $1,682,500 of the media expenditures planned for the 1954-55 season by Florida Citrus Commission, which has adopted a record budget of $5,580,000 to promote sale of citrus products.

Through J. Walter Thompson Co., the Commission will spend $800,000 in radio, mainly on the *Tom Moore Show* (MBS). The tv budget totals $882,500, including *Twenty Questions* (ABC-TV) and participation on NBC-TV *Today*.

Other media budgets include $770,000 for newspapers and $773,200 for magazines plus $53,000 for trade papers, $6,000 for outdoor and $1,494,450 for promotions and publicity.

The commission's budget is in final form but it is kept on an elastic basis because funds are raised from a levy of three cents for each box of oranges marketed, six cents for grapefruit and five cents for tangerines. The expected tax collections are based on an anticipated 91 million boxes of oranges, 37 million boxes of grapefruit and 4.5 million boxes of tangerines.

Final media program differs from the preliminary plan in restoration of *Today* for 13 weeks this summer and early autumn at a cost of $120,000. Some of the commission members and committees had felt *Today* was not getting results, though the agency is understood to have recommended the series. The majority members, however, voted to reinstate Garroway "because he has proved to be a strong selling force and the other shows haven't yet had time to build their audiences."

The Garroway program was adopted as the commission faced a possible carryover of 2 million cases of grapefruit juice. The *Twenty Questions* series started last July 6 and it was felt it will not reach full effectiveness for some weeks.

The 1954-55 crop is expected to be about the same as last year. If volume is affected by a hurricane, freeze or other weather conditions, drastic changes might be made in the advertising budget in view of its per-box tax basis. The shipping season begins in late September and runs through June.

American Meat Institute Shopping for New Agency

THE American Meat Institute, which spent about $500,000 in overall media advertising the past fiscal year, is now actively shopping for a new advertising agency to handle its account in the wake of the resignation of Leo Burnett Co., Chicago, last month [B•T, June 7].

The institute, it was learned, has opened bids for presentations by other local agencies wishing to obtain the account. AMI's new fiscal year starts Oct. 1. It utilized no network radio or tv last year, while spending $400,000 in consumer advertising.

AMI has been re-evaluating its whole advertising program. Among the agencies reportedly interested are Simmonds & Simmonds and Christiansen Adv. Agency.

BRIOSCHI AD BUDGET BOOSTED TO $350,000

Drug manufacturer is planning to send Italian-American major league ball players to Italy for a six-week exhibition tour. Extensive radio-tv campaign is planned to support project.

A. BRIOSCHI CO., Fairlawn, N. J., in connection with its 50th anniversary will increase its advertising budget from $175,000 to $350,000 and will sponsor a major league baseball trip to Italy headed by Joe Dimaggio, Mark Brizzolara, vice president of Brioschi (antiacid used for the relief of stomach disorders) announced last week.

Brioschi currently is spending the bulk of its advertising expenditures in a heavy radio spot campaign in 29 cities and in newspapers.

James Ceribelli, sales promotion manager of the company, said that in addition to the $150,000 that will be spent on the baseball trip, an ambitious campaign employing radio, television and newspapers as well as national magazines will be used. "More than $350,000 will be earmarked for this increased campaign to make Brioschi a household word. At the present time Brioschi is spending about $175,000," he said.

A team of major league baseball stars headed by Joe Dimaggio—a squad of some 25 ball players of Italian-American descent—will be taken to Italy, and games between the two American teams will be played in Rome, Turin, Milan, Venice, Genoa, and Naples. Mr. Dimaggio has indicated that such stars as Phil Rizutto, Yogi Berra, Sal Maglie and others will make the six-week trip. The trip is being made with the full sanction of the U. S. State Dept.

Agency for the Brioschi Co., which has been advertising in radio for the past six years, is Pitinella & Sons, N. Y.

Standard to Sponsor Bears

STANDARD OIL Co. (of Indiana) has signed a contract to sponsor broadcasts of all Chicago Bears National Professional League football games for the second straight year on WGN Chicago and the ninth consecutive season on radio. Jack Brickhouse will describe 12 home and road games, plus two exhibition contests, all on Sundays starting Sept. 12 and ending Dec. 12. The Bears-Standard association on pro broadcasts goes back to 1931.

NETWORK NEW BUSINESS

Anson Inc. (men's jewelry), Providence, R. I., and **Jacoby-Bender Inc.** (J-B watch attachments), N. Y., to co-sponsor on alternate weeks *Stop the Music* on 67 ABC-TV stations and 125 CBS Radio stations, effective with return of program in fall.

NETWORK RENEWALS

Anheuser-Busch Inc., St. Louis (Budweiser beer), effective Sept. 13, renews *Sports Today with Bill Stern* on ABC Radio (Mon.-Fri., 5:30-5:45 p.m. CDT). Agency: D'Arcy Adv., same city.

Allis-Chalmers Mfg. Co., Milwaukee, will begin its tenth year of sponsorship of the *National Farm and Home Hour* (NBC, Sat., 1-2 p.m., EDT) on a 52-week basis, starting Sept. 4. Agency: Bert L. Gittins Adv., Milwaukee.

WAGA Atlanta signs Delta-C&S Air Lines to sponsor the 15-minute CBS *World News Roundup* (6 days a week, 52 weeks). Finalizing the agreement are (l to r): seated, Ethel Liebscher, media director, Burke, Dowling & Adams agency; S. Olive Young, WAGA account executive; standing, George E. Bounds, director of advertising, Delta-C&S, and Claude Frazier, WAGA station manager. The airlines is reported to have diverted a large portion of its tv and newspaper budget to secure this sponsorship.

American Dairy Assn., Chicago, renews *The Bob Hope Show*, with program moving from Friday to Thursday, 8:30-9 p.m., EST, over full NBC Radio network, starting Oct. 28. Agency: Campbell-Mithun, Minneapolis.

AGENCY APPOINTMENTS

Cameo Curtains, N. Y., names Friend-Reiss-McCone, N. Y., to handle its radio-tv advertising. Company will run at least six participations on *Home* on NBC-TV effective in September.

Procter & Gamble, Cincinnati, names Leo Burnett Co., Chicago, to handle its advertisting for Joy, liquid detergent, effective Oct. 1. Joy is a spot radio and television advertiser, and has been handled by the Biow Co., N. Y.

Good Humor Co. of Calif., L. A., appoints Warwick & Legler Inc., that city. Radio and tv are planned. Hugh McTernan is account executive.

E. & J. Gallo Winery, Modesto, Calif., names Frederick E. Baker & Assoc., Seattle, Wash., for Washington, Oregon and Idaho and effective Sept. 1, Utah and Montana. Frederick E. Baker and Robert A. Baker are account executives.

AGENCY SHORTS

Tatham-Laird Inc., Chicago, opens Hollywood, Calif., radio-tv office in Taft Bldg., 1680 Vine St., Hollywood 38. William N. Burch is manager.

Burton Browne Adv., Chicago, opens branch office in New York at 562 Fifth Ave. Telephone is Judson 2-1110. A. D. Adams, who previously headed his own advertising agency, will be in charge, it was reported.

McCann-Erickson Inc., N. Y., appoints the Ettinger Co., N. Y. and Hollywood, to handle public relations, publicity and promotion on Chrysler Corp. tv show, starting Sept. 30 on CBS-TV.

Warner & Assoc., St. Louis, has changed its name to Warner & Todd Inc.

James Lovick & Co. Ltd., Montreal, has acquired Canadian offices of Anderson & Cairns Inc., New York, which has been in Canada for some time as Anderson, Smith & Cairns Ltd. Personnel of the Montreal office of the U. S. agency have joined James Lovick & Co.

David J. Mahoney Inc., N. Y., advertising firm, opens Hollywood offices at 650 N. Bronson St. Telephone is Hollywood 2-2684. Marvin Young is in charge.

A&A PEOPLE

George J. Abrams elected vice president, Block Drug Co., Jersey City. Mr. Abrams this year was voted "Outstanding Young Advertising Man of the Year" by Assn. of Advertising Men and Women.

Dwight D. Thomas, formerly executive vice president, Gulf Brewing Co., Houston, to Maier Brewing Co., L. A., as vice president in charge of sales.

Carl B. Stetzelberg, marketing specialist, Standard Oil Co. (N. J.), named executive vice president, Plough Export Inc., Memphis, Tenn.

Walter Metts, vice president in charge of manufacturing, Personal Products Corp., Milltown, N. J. (Modess, Meds, Coets, Johnny Mop, and Yes tissue), appointed senior vice president of corporation.

John A. Ulrich, director, market research dept., Beech-Nut Packing Co., Canajoharie, N. Y., named advertising manager.

Stephen J. Schmidt, assistant advertising and sales promotion manager, Piel Brothers, brewery, Brooklyn, promoted to merchandising manager; **Harold W. Masterson** succeeds Mr. Schmidt.

Lawrence W. Jones, manager, sales administration, Bendix Aviation Corp., N. Y., named automotive products manager, radio communications division.

Allan Herrick, advertising and publicity director, Security-First National Bank of Los Angeles,

Oil in All

AS PART of its efforts to underline the contributions of oil in a woman's world, the Oil Industry Information Committee of the American Petroleum Institute has arranged to have its "Magic Suitcase" demonstration placed on various television programs throughout the country. The demonstration consists of showing 35 products from a small suitcase—made directly or indirectly from oil—including fabrics, sun glasses, perfumes, lipsticks and nylons, among others.

Several appearances on radio and television already have been made by Connie Moon, women's program supervisor of OIIC, on KOA-TV and KLZ-TV Denver, and other stations. Miss Moon added that considerable interest has been generated among radio and television stations around the country for "Magic Suitcase" demonstrations on their women's shows.

named California consultant to Treasury Dept. Advisory Committee for U. S. Savings Bonds.

Harry W. Chesley Jr., vice president in charge of coordination, advertising, selling and merchandising, Philip Morris & Co., N. Y., appointed national chairman, radio-television-films committee for United Community Campaigns of America, succeeding **Joseph M. Allen,** radio-tv director, Assn. of National Advertisers.

Carl F. Toll, general manager of advertising and publicity, Sherwin-Williams Co. (paints), Cleveland, elected president, Cleveland Advertising Club.

James C. Sarayiotes, formerly advertising manager, JFD Mfg. Co., Brooklyn, elected president, Delphi Adv. agency, same city. **Bernard Nussbaum** joins Delphi creative staff.

Max Tendrich, director of media, radio and tv, Weiss & Geller Adv., N. Y., elected a vice president of the agency.

MR. TENDRICH

Byron A. Bonnheim, vice president, Weiss & Geller, Chicago, to W. B. Doner & Co., same city, as vice president and creative director.

Lewis K. Woodward, account executive, Hixon & Jorgensen Inc., L. A., elected vice president. Vice President **Crofton Jones** named to head business and industrial plans dept. with Vice President **Tyler MacDonald** to supervise consumer divisions, Voit Rubber Co., L. A., and General Controls Co., Glendale, accounts. **Paul Keyes** and **Robert Cody,** copywriter, named assistant account executives.

Jack Waterman, account executive, Dudley L. Logan Adv., L. A., elected vice president.

Joseph H. Smith, executive vice president, Anderson & Cairns, N. Y., to Bryan Houston Inc., N. Y., as account supervisor.

Frank Warren, vice president, Irwin-Los Angeles Adv., L. A., to Anderson-McConnell Adv., that city, as account executive.

Tom Shea named account executive, Stromberger, LaVene, McKenzie, L. A.

Irvin A. Eubanks, sales manager, WKST-AM-TV New Castle, Pa., resigns to devote full time to his advertising agency.

Ralph Starkweather, assistant timebuyer, Erwin, Wasey & Co., L. A., named assistant account executive.

Robert R. Denny named public relations director, Henry J. Kaufman & Assoc., Washington, D. C.

Frank Helton, manager of copy, Lewis & Gilman Inc., Phila., named creative director. **Randolph Gilman** named associate media director and **William J. Kane** named assistant account executive, same agency.

Stephen W. Olesiuk, manager, Oklahoma City office, White Adv., promoted to manager, Hollywood office.

Sandra Marks named traffic manager, Tilds & Cantz Adv., Hollywood.

Sam Schultz, writer, Christ-Koplan Productions, Hollywood, to Raymond R. Morgan Co., same city, in similar capacity.

FILM PAYMENT PLAN DRAWS OPPOSITION

TPA's Sillerman labels Clipp proposal as 'fallacious and superficial.' Philadelphia broadcaster earlier had suggested a plan based on rate cards to stabilize film buying.

TV FILM charges should be based on a percentage of each station's card rate, in the opinion of Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia, but his idea brought quick opposition from the film industry.

In offering the plan last week, Mr. Clipp said the rate structure "would provide an essential industrywide standard that would have a far-reaching effect in stabilizing methods of film buying on the part of the tv stations." He predicted it would keep "fly-by-nights" from taking over and would lead to better service for viewers.

Michael M. Sillerman, executive vice president of Television Programs of America, called Mr. Clipp's proposal "fallacious and superficial" and pointed out that the producer would charge the same price for an ordinary program as for a lavish high-cost film.

Under present conditions, Mr. Clipp said, tv films are offered stations at prices that range from 50% below to 300% above card rates for the time period in which they are played, with a station paying as much as $1,500 for a film series to be presented in Class B time costing $600, or 250% of the time cost. The card scale would bring production costs in line with other advertising media, he said, citing a 6.9% of space rate average for newspapers, 11.5% for magazines and 14.4% for outdoor. The tv average film cost is 86.2% of time costs and there is no sign that a ceiling has been reached, he added.

Mr. Clipp listed other stations services in connection with films. These including lining up of clients, making salesmen "not only peddlers of time but also peddlers for the peddlers of film." Referring to rate discrepancies in various cities, he said sliding scales often involve haggling. Program directors often must bypass films because of high price tags, turning to other sources.

"Most stations are now working on rate card No. 8 or 10," Mr. Sillerman said. "Sliding rates for tv films to conform to each station's constant changes would hardly bring about the stability Mr. Clipp wants."

He charged that Mr. Clipp tries to compare advertising space in a publication to an entire television program. Mr. Clipp should either add the editorial costs of the magazine to the advertising space, Mr. Sillerman said, or he should compare the printed cost with the commercial part of the program.

"Finally," Mr. Sillerman stated, "the successful film syndication companies make about 80% of their sales directly to the advertiser or his agency. With all due respect to Roger Clipp, his plan would create terrible confusion and the fly-by-night companies he wants to eliminate would multiply like rabbits."

Ziv 'Three Lives' Sales Brisk With 91% Renewals

AT LEAST 158 stations will present Ziv Television Program *I Led Three Lives* starting in the fall, M. J. Rifkin, vice president in charge of sales for Ziv Tv, announced last week.

Mr. Rifkin noted that in 125 (91%) of the current markets in which the series currently is being shown, 52-week renewals at the expiration of present contracts already have been signed for the second year's programming. New contracts in 33 markets, Mr. Rifkin said, raise to 158 the number of stations that will carry the series in the fall. Listed among the new markets are Duluth, Knoxville, Youngstown-Akron, Lima, Ohio, and Nashville.

It was pointed out by the Ziv Tv spokesman that since the series went on the air last September, sales of the *"I Led Three Lives"* book by Herbert Philbrick have been extremely

SIX SALESMEN new to the Television Programs of America sales expansion program are briefed by Executive Vice President Michael M. Sillerman (l) before going to their new territories. They are (l to r): standing, William Veneman, northern California, headquarters in San Francisco; Gerard Slattery, Boston, Schenectady, northern states; Ed Lewis, Deep South, headquarters: New Orleans; Vincent Melzac, Virginia, Baltimore and Washington; seated, Edward Chandler, Washington and Oregon, headquarters: Seattle; Robert Carroll, Pennsylvania and Buffalo, headquarters: Pittsburgh.

CBS-TV Film Negotiations

POSSIBILITY that CBS-TV will actively enter tv filming was seen in a joint announcement by attorney Dean Johnson, representing the network, and Screen Actors Guild in Hollywood last week that a collective bargaining agreement covering actors in tv motion pictures is being negotiated between CBS and the union. Discussions are nearly complete, the announcement said, and "have had to do with minor clarifications of the Guild's basic tv motion picture contract," necessitated by the fact that a network operation is involved.

brisk. Starting last November, he said, the book reappeared among the 20 top books listed by the *"Saturday Review of Literature"* as being in "greatest demand" by patrons of large city libraries. He said the book has continued on the list up to the present, and added that reports from Grosset & Dunlap show that book sales have increased more than 320% since its adaptation to television.

NBC Film Division Arranges For INS-Telenews Service

NBC Film Division announced last week it is discontinuing the syndication of its 15-minute Daily News Report to local television stations and has completed arrangements with INS to make the INS-Telenews Daily News Film Service available to clients.

The agreement between NBC Film Division and INS was announced jointly by Carl Stanton, NBC vice president in charge of the division, and Seymour Berkson, general manager of INS. Clients of the Daily News Report numbered about 25, but it was not revealed how many clients would subscribe to INS' service.

In explaining the move, Mr. Stanton said the division's Daily News Report had been produced by the network's news and special events department, and the material had its first use on network news shows. He pointed out that "this tends to make it incompatible with the requirements of many local tv shows." It was reported that the service did not constitute "a money-making operation," though Mr. Stanton did not touch upon this aspect.

MPTV's Fox Tells Court Of UA-Eagle Lion Negotiations

LOS ANGELES Superior Court suit, involving charges by six independent motion picture companies of premature release of their feature films to tv against five distribution firms, resumed last Monday long enough to hear testimony by Matthew Fox, president and board chairman of Motion Pictures for Television, a defendant. Called by Adele Springer, plaintiff's attorney, Mr. Fox revealed that he engineered the deal whereby United Artists took over Eagle Lion Classics, April 11, 1951, in order to get the former firm out of the red. Mr. Fox testified that tv rights were not mentioned in the negotiations with Pathe Industries (now Chesapeake Industries), but that later he, as MPTV president, was asked if MPTV wanted the 11 feature films, subject of the $2.5 million suit. Because MPTV owns 700 features outright, Mr. Fox declared the tv rights to the 11 features proved a headache and that (MPTV's offer) to return them was not accepted by Chesapeake.

Recess until Sept. 7 has been declared, at which time plaintiff Jack Schwartz is expected to take the stand.

FILM SALES

George Bagnall & Assoc., Beverly Hills, announces following recent sales: 26 feature films, WTAR-TV Norfolk, KFEL-TV Denver; *Hollywood Half Hour,* KOOL-TV Phoenix, WHAM-TV Rochester, WGBI-TV Scranton; *Front Page Detective,* XETV (TV) Tijuana, Mex., and *Public Prosecutor,* WGBI-TV Scranton, Pa.

TeeVee Co., Beverly Hills, announces that *Tales of Tomorrow,* kinescopes of the original live ABC-TV series, are in distribution. KNXT (TV) Hollywood, KOOL-TV Phoenix, KBTV (TV) Denver and WJNO-TV West Palm Beach, Fla., are set to televise the 26-program series. Claiming a new record in TeeVee's sales history, General Manager **Marc Frederic** revealed a total of 96 audition prints have been sent to agency and station executives upon request.

Tom J. Corradine & Assoc., Hollywood, has concluded contracts with KVVG (TV) Tulare, Calif., and KMPT (TV) Oklahoma City, each of which includes 247 feature films, 114 western features, 72 cartoons, 65 *Willie Wonderful* quarter-hour puppet films and seven half-hour packages, *The Big Game Hunt, Buster Crabbe Show, Buster Keaton Show, My Hero, Terry and the Pirates, Col. March of Scotland Yard* and *Town and Country Time.*

Additional sales include: *Buster Crabbe Show, My Hero, Terry and the Pirates, Col. March, Town and Country Time, Secret File, U.S.A.,* KGEO-TV Enid, Okla.; *My Hero,* KPTV (TV) Portland, Ore.; KFDX Wichita Falls, Tex.; KSWS-TV Roswell, New Mex., *Town and Country Time* and 72 features, KVAL-TV Eugene, Ore.; 128 features and 144 westerns, KLIX-TV Twin Falls, Idaho; 26 features, XETV (TV) Tijuana, Mex.; 68 features, KOAT-TV Albuquerque; 29 features, KING-TV Seattle; 44 features, KTTV (TV) Hollywood.

FILM DISTRIBUTION

Standard Television, Beverly Hills, has arranged with **National Basketball Assn.** to film and syndicate a weekly game of the week, starting Nov. 1. Contract, signed by **Bob Berger,** Standard vice president and general sales manager, and **Maurice Podoloff,** NBA president, differs from the recent NBC-TV contract [B•T, July 12], in that Standard has exclusive film rights and to a different game of the week.

FILM PRODUCTION

Alexander Film Co., Colorado Springs, Colorado, announces recent tv commercial productions for following organizations: **Frigidaire,** Dayton, Ohio, six 50-second films and seven 20-second films, through Foote, Cone & Belding; **Socony Vacuum Oil Co.,** N. Y., sixteen 20-second films;

Flexteel Furniture, Waxahachie, Tex., one 46-second film, four 13-second films and one 10-second film, through Waxahachie Adv. Agency; **Wyler Watch Company,** N. Y., three 46-second films and one 20-second film, through The Zlowe Company; **H Bar C Ranchwear,** N. Y., five 46-second films and six 13-second films,

ATTENDING a recent party that introduced Ella Raines, star of *Janet Dean, Registered Nurse,* to the Baltimore press were D. L. (Tony) Provost (l) vice president and general manager, The Hearst Corp., licensee of WBAL-TV there, and F. H. McAdoo Jr., executive vice president of Emerson Drug Co., sponsor of the tv series that appears on WBAL-TV every Saturday evening.

through the Irwin S. Richland Company; **Nash Motors,** Detroit, Mich., six 50-second films, through the Geyer Adv. Agency; **Merchants Biscuit Company,** Omaha, Neb., five 20-second films and four 8-second films, through Allen & Reynolds; **Dottie Lee Bread and Rolls,** Amarillo, Tex., two 60-second films and four 20-second films, through The Hughes Co.

Hardy Burt, producer-moderator, ABC-TV's *Answers for Americans,* is now in process of filming the program for about 125 tv stations. To date, four 30-minute shows have been completed with Alfred Kohlberg, Victor Lasky, Leon Volkov and Vivien Kellems as guests. The first of these films, which are being made at the **Vernon Lewis** studios, N. Y., will be released July 30-Aug. 2.

Volcano Productions, Hollywood, is shooting NBC-TV *I Married Joan* series for **Joan Davis Enterprises,** with 39 films scheduled for next season. **Ezra Stone** has been set as director.

Kling Studios, Chicago, has announced production of a second series of film tv commercials designed for institutional use by banks. New spots consist of five 60- and 20-second announcements each, according to **Fred A. Niles,** vice president in charge of firm's motion picture and tv enterprises. Spots will be used on syndicated basis, along same line as others aimed at beers, bread, milk, ice creams and potato chips.

RANDOM SHOTS

John Guedel Poductions, Hollywood, leases Filmart Theatre, same city, for 5-year period, renaming it Art Linkletter Theatre. Formerly used by Filmcraft Productions in filming NBC-TV *Groucho Marx Show,* house will be used in shooting forthcoming CBS-TV *People are Funny* programs.

Syndicate, headed by **Matthew Rapf,** producer of the first 26 NBC-TV *Loretta Young Show* films, has negotiated a seven-year contract with

CONTRACT calling for Maier Brewing Co., Los Angeles, to sponsor *Foreign Intrigue* on KNBH (TV) Hollywood for 39 weeks from July 9 is signed by (l to r) Edward R. McNeilly, president, Enterprise Adv. Agency Inc., Los Angeles; R. J. Westcott, station account executive, and Thomas C. McCray, KNBH general manager.

Fawcett Publications to produce a series of half-hour films based on stories published in *True Magazine*. Contract includes rights to articles published in the past and those to be published in the future.

Screen Gems Inc., Hollywood, has purchased the first story by writer **I. A. R. Wylie** ever sold to tv. Negotiations were concluded by producer **Michel Kraike** via telephone with the authoress who is currently in Salonica, Greece. Titled "—And Son," the script will be shot in color for NBC-TV *Ford Theatre*.

FILM PEOPLE

Louis Huot, formerly independent producer of public relations films, Glendale, Calif., to Five Star Productions, Hollywood, as vice president in charge of client relations. He will also supervise production of tv commercial and industrial films.

Ira Uhr, former New York tv producer and talent scout for Columbia Pictures, to Screen Gems Inc., Hollywood, as casting director.

Harve Foster succeeds **Carroll Case** as co-producer on CBS-TV *Public Defender* series filmed by Hal Roach Jr. Productions, Culver City.

Al Silverforbe, formerly with RKO Radio Pictures, Hollywood, to accounting dept., California Studios, that city.

'Laine' Pre-sold

ALTHOUGH complete films of the new *Frankie Laine Show* will not be available for viewing until Aug. 1, Guild Films Co. reported last week it already has completed a transaction on the series, embracing 10 markets on the West Coast, with billings estimated at more than $200,000. The contract, according to a Guild Films spokesman, is on a firm 52-week basis with an unidentified brewery sponsor. Cities included in the sale are Los Angeles, San Francisco, San Diego, Bakersfield, Sacramento, Santa Barbara, Fresno, Seattle, Spokane, and Portland.

RECORDINGS ADDED TO INS FACSIMILE

Taped descriptions of news events will be interspersed with photo coverage on the 'Sound on Fax' network.

LONG-STANDING request by tv stations for tape recordings of spot news events promises to become a reality early this fall when INS plans to introduce its "Sound on Fax," which will provide regular transmission of tape recordings on INS' facsimile photo circuit.

An announcement from INS last week, announcing the start of operations, noted that the use of facsimile lines for audio transmissions between picture transmissions was demonstrated by the news service at the last convention of the Radio-Television News Directors Assn.

It was explained by an INS spokesman that when a tape recording is being sent, each station switches off its facsimile receiver and plugs its tape recorder into the line to receive the transmission for use in later newscasts. Installation of switching facilities has now been completed at all INS facsimile client stations, he said.

"In the newscast," the spokesman said, "the tape recording is used while facsimile pictures of the subject are shown on the air. Thus, when an important Washington official holds a news conference or makes a speech, both pictures and sound will be transmitted on the INS facsimile circuit within a few minutes and recorded at all client stations."

At the same time, INS announced that a facsimile transmitter will be placed in operation in Washington, D. C., to "improve the speed and quality of pictures" from that news center.

Speakers List Set Up For BMI Tv Clinics

LIST of speakers for the three BMI tv clinics is virtually complete, Glenn Dolberg, vice president in charge of station relations for BMI, said last week. Carl Haverlin, BMI president, will speak at all three meetings—Aug. 2-3 at New York's Hotel Biltmore, Aug. 5-6 at the Hotel Sheraton in Chicago and Aug. 9-10 at the Hotel Statler in Los Angeles. Robert J. Burton, BMI vice president, in charge of publisher relations, and Mr. Dolberg also will address all the clinics, which will be conducted by local chairmen. Clinic schedules, with speeches and subjects, follow:

NEW YORK CLINIC

Clair R. McCollough, WGAL-TV Lancaster, Pa., "The Broader Aspects of Television"; Kenyon Brown, KWFT-TV Wichita Falls, Tex., "Things To Do and Not To Do in Small Market Tv Operation"; Ben Greer, WGVL-TV Greenville, S. C., "Idea Programming and Imaginative Tv Presentation"; Victor F. Campbell, WBAL-TV Baltimore, Md., "Low Cost Music and Specialty Programming"; Charles Vanda, WCAU-TV Philadelphia, "Tv Production on a Shoestring"; Robert Burton, BMI, "Music Recorded on Television Film—A Discussion of Some of the General Problems Including That of Copyright Clearance"; Norman Gittleson, WJAR-TV Providence, R. I., "Low Cost Local Programming"; George R. Torge, WBEN-TV Buffalo, "Tv in Public Service and the Job of Integrating Station With Community."

CLINIC CHAIRMEN: Aug. 2 (morning), Craig Lawrence, WCBS-TV New York; Aug. 2 (afternoon), Hamilton Shea, WNBT (TV) New York; Aug. 3 (morning), John Mitchell, WABC-TV New York; Aug. 3 (afternoon), Norman Knight, WABD (TV), New York.

CHICAGO CLINIC

Barbara Haddox, WBNS-TV Columbus, Ohio, "Tv Promotion and Public Relations"; Ben Mitchell, KPRC-TV Houston, Tex., "Making the Most of Daytime Tv Programming"; Robert Petranoff, WTTV (TV) Bloomington, Ind., "Low Cost Local Programming"; John T. Murphy, WLWT (TV) Cincinnati, "Things We Are Still Learning About Television"; Robert Tincher, KELO-TV Sioux Falls, S. D., "The Job of Integrating Tv With Community"; Fred C. Mueller, WEEK-TV Peoria, Ill., "Advantageous Film Buying and Film Programming"; G. Pearson Ward, KTTS-TV Springfield, Mo., "Local Tv News and Special Events"; Ken Kennedy, WDAY-TV Fargo, N. D., "Inventive Twists in Tv Production"; Robert Burton, BMI, "Music Recorded on Television Film—A Discussion of Some of the General Problems Including That of Copyright Clearance"; Frank Sisson, WOOD-TV Grand Rapids, Mich., "Seventy-Five Local Tv Programs a Week From One Studio."

CLINIC CHAIRMEN: Aug. 5 (morning), Sterling C. Quinlan, WBKB (TV) Chicago; Aug. 5 (afternoon), Gayle V. Grubb, WJBK-TV Detroit; Aug. 6 (morning), Sherman K. Headley, WCCO-TV St. Paul, Minn.; Aug. 6 (afternoon), George Heinemann, WNBQ (TV) Chicago.

LOS ANGELES CLINIC

Harold See, KRON-TV San Francisco, "The Obvious and Concealed Problems of Film Programming"; George Mathiesen, KPIX-TV San Francisco, "High Grade Production on a Low Grade Budget"; Len Higgins, KTNT-TV Tacoma, Wash., "The Unseen Picture of TV"; Harry Ackerman, CBS-TV, "A Look at the Future of Color Tv"; Jean Paul King, KLAS-TV Las Vegas, Nev., "The Small Market Tv Success Story"; George Putnam, KTTV (TV) Los Angeles, "Effective Presentation of Tv News and Special Events"; William Dempsey, KPIX (TV) San Francisco, "Educational Programs and Commercial Tv"; Robert Burton, BMI, "Music Recorded on Television Film—A Discussion of Some of the General Problems Including That of Copyright Clearance"; Joseph Drilling, KJEO-TV Fresno, Calif., "Local Tv That's Live"; also George Whitney, KFMB-TV San Diego, Calif., subject to be announced.

CLINIC CHAIRMAN: John Reynolds, KHJ-TV Los Angeles; James T. Aubrey Jr., KNXT (TV) Los Angeles; John K. West, NBC; Donn B. Tatum, ABC.

O'Brien Joins Goldswan

FRANCES O'BRIEN, public relations and sales promotion director, Phil Davis Musical Enterprises Inc., New York, has resigned to join Goldswan Productions Inc. there as public relations director and account executive in line with the firm's expansion. Miss O'Brien will handle all out-of-New York accounts.

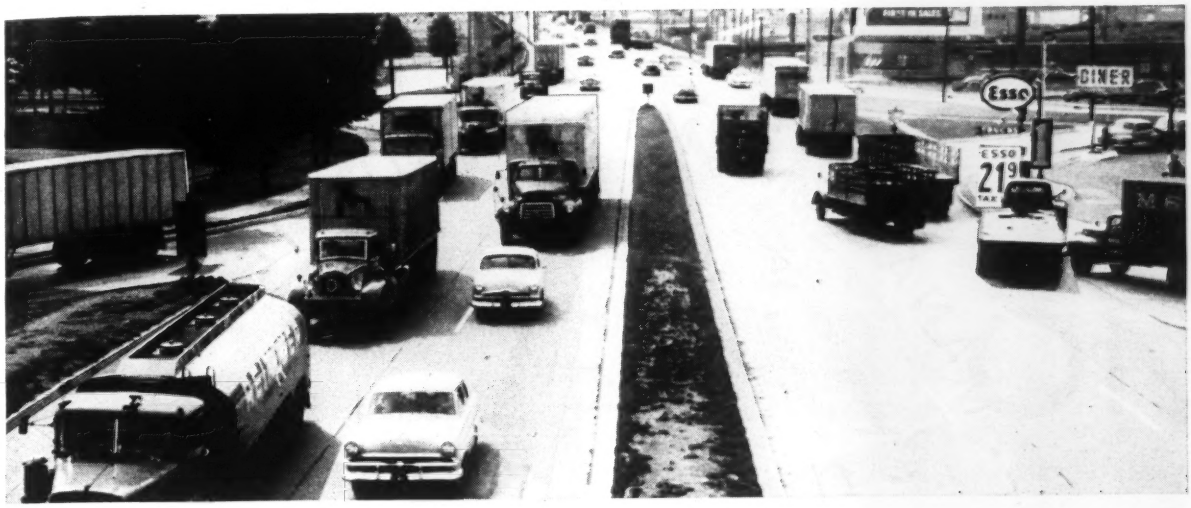
MISS O'BRIEN

Goldswan Productions originates and produces musical commercials on radio and tv for many clients, among them Bab-O, Borden's instant coffee, Coca-Cola, Dreft, General Tires, Mercury, Piel's beer, RCA Victor and Wesson Oil. The firm has produced musical commercials for Ajax, Chase & Sanborn coffee, Chrysler Corp., Halo shampoo, Nescafe, Pepsi-Cola, Rinso and Westinghouse.

Radio Plans for 'Mr. D.A.'

FREDERIC W. ZIV Co. announced last week that *Mr. District Attorney* will return to radio in the fall as a half-hour, once-a-week show. Ziv has started production in Hollywood on series, starring David Brian, under the supervision of Henry Hayward.

How to relieve traffic and tax headaches at the same time



These two photographs illustrate the cause—and point a way to the cure—of a good many tax and traffic headaches.

The one shows freight on its way to market by rail. The other shows freight moving by highway.

When freight goes to market by rail, the rate charged includes the full cost of the transportation—including the roadway, signaling and safety devices, and taxes paid to the local, state and federal governments. In other words, the *user* pays his full and just share of all costs involved.

When freight goes to market by truck, the rate charged does not always defray the full share of the cost of the facilities used for private profit. A major portion of the cost of building the highway, maintaining it, installing and maintaining traffic controls and patrolling the road is paid by the private motorist and the general taxpayer.

Naturally, this hidden subsidy makes it possible for the long-haul trucker to charge a lower rate. This, in turn, induces more freight to move by highway—which causes the cost of highway maintenance to be still further increased and traffic lanes to become even more congested.

The railroads serving the busy East feel that if the big long-haul trucks paid their full share of the costs of the nation's highways, competition between train and truck would soon be on a more equitable basis—to the benefit of taxpayers, private motorists and small truck operators.

In fact, it has been the history of American business that free and equal competition works to the best interests of all involved, providing the highest degree of service at the lowest possible cost . . . Eastern Railroad Presidents Conference, 143 Liberty St., New York 6, N. Y.

Introducing...

1 MANAGEMENT: Capable management creates community confidence. Sound operating policies, consistently applied, insure listener respect for the station *and* its advertisers.

2 FACILITIES: Assigned power and frequency, implemented by first-rate technical equipment and personnel, determine the station's geographical area of influence.

3 PROGRAMMING: Imaginative local programming, adapted to the interests and tastes of the area, and skillfully blended with network programming, builds large and responsive audiences.

4 PUBLIC SERVICE: Energetic devotion to the public welfare . . . in education, in health and safety, in economic development . . . creates station stature in its community.

5 MARKET: The importance of a station as a marketing entity is determined by the *total* area it serves, in terms of number of people, their needs and buying power.

the Measure of a GREAT RADIO STATION

Radio's immense strength is employed most effectively when there is a clear distinction between a *great* station and just a good station. Great stations invariably give the advertiser far more for his money, not only in size of audience but in prestige and believability.

We represent only 12 stations of the more than 2,500 in operation. But these 12 are great stations. Each one is unquestionably the leader in its area of influence. In aggregate, these 12 stations serve nearly one-fourth of the nation's buying power.

To designate the kind of radio stations we are privileged to represent, we introduce on the opposite page a mark of distinction that states the five elements which make a station great.

To use radio better, may we suggest you ask one of our representatives to give you a run-down on these 12 stations, to tell you how they exemplify these five points that measure greatness. You'll discover facts about today's influence of radio which you may never have guessed . . . facts which give each of these stations its distinguished personality.

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

REPRESENTING

WBAL	Baltimore	(NBC)	*The Hearst Corp.*
WBEN	Buffalo	(CBS)	*Buffalo Evening News*
WGAR	Cleveland	(CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit	(CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford	(NBC)	*Travelers B'dcasting Serv. Corp.*
WDAF	Kansas City	(NBC)	*Kansas City Star*
KFI	Los Angeles	(NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville	(CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee	(NBC)	*Milwaukee Journal*
WGY	Schenectady	(NBC)	*General Electric Company*
WSYR	Syracuse	(NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester	(CBS)	*Worcester Telegram-Gazette*

TV NEWSREEL

THE Indianapolis Morris Plan contracts for sponsorship of the 15-minute, 5 days-a-week *Fox-Movietone News* over WISH-TV there, with commentary by local newscaster Vince Leonard. L to r: seated, C. Bruce McConnell, WISH-TV pres.; William L. Schloss, IMP pres.; standing, Robert D. Hammer, IMP v.p.; Robert F. Ohleyer, WISH-TV sls. mgr.; Robert B. McConnell, WISH-TV v.p.-gen. mgr.; Tevie Jacobs, Tevie Jacobs Adv. pres.

MARQUETTE National Bank of Minneapolis signs to be the first sponsor on KEYD-TV Minneapolis, Minn., expected to begin programming by Jan. 1. L to r: Lee Whiting, KEYD-AM-TV v.p.-gen. mgr.; Russell L. Stotesbery, bank pres.; Carl R. Pohlad, bank v.p.

TROY Buick, Troy, N. Y., agrees to sponsorship of WTRI (TV) Schenectady weekly golf series, produced with the cooperation of the local PGA. L to r: Steve Davis, WTRI sports dir.; Bill Carpenter, WTRI acct. exec.; Al Morris, Troy pres.; Ray Brown Jr., WTRI sls. mgr.; Jean Boyd, Al Kellert Adv. Agency rep.

WTVH-TV Peoria, Ill., will carry Standard Oil Co.'s *Standard News Roundup* three nights a week. L to r: seated, John Leslie, WTVH-TV sls. mgr.; C. H. Coughlin, Standard Peoria field mgr.; standing, John Smith, local Standard adv. rep.; Jerry Dunphy, WTVH-TV news-special events dir.

FACTS & FIGURES

NIELSEN, PULSE STILL AGREE: IT'S 'LUCY'

The Pulse beat strongest for 'Lucy' during June.

CBS-TV's *I Love Lucy* topped the list of regularly-scheduled once a week tv shows during June, according to the Pulse. The listing:

	Once a Week Shows	Rating June	Rating May
1.	I Love Lucy (CBS)	46.3	48.0
2.	Dragnet (NBC)	43.3	45.0
3.	You Bet Your Life (NBC)	38.6	40.3
4.	Jackie Gleason (CBS)	38.2	37.4
5.	Ford Theatre (NBC)	32.4	33.1
6.	Toast of the Town (CBS)	32.1	...
7.	Bob Hope (NBC)	31.8	...
8.	Our Miss Brooks (CBS)	31.2	31.8
9.	Godfrey and His Friends (CBS)	30.2	30.7
10.	Godfrey's Talent Scouts (CBS)	30.0	34.4
11.	Your Show of Shows (NBC)	29.4	30.9
12.	This Is Your Life (NBC)	29.2	30.0
13.	Tv Playhouse (NBC)	28.9	30.2
14.	What's My Line (CBS)	28.4	...
15.	Burns & Allen (CBS)	28.2	...
	Fireside Theatre (NBC)	28.2	...

	Multi-Weekly Shows	Rating June	Rating May
1.	Howdy Doody (NBC)	15.4	15.8
2.	Perry Como (CBS)	14.8	14.6
3.	Came! News (NBC)	14.2	13.9
4.	Eddie Fisher (NBC)	13.4	14.8
5.	Dinah Shore (NBC)	13.1	13.5
6.	Arthur Godfrey (CBS)	12.9	13.3
7.	Search for Tomorrow (CBS)	12.0	11.7
8.	Guiding Light (CBS)	11.3	11.4
	Strike It Rich (CBS)	11.3	11.2
10.	Love of Life (CBS)	11.1	...

'Lucy' lead is substantial, according to latest Nielsen.

NATIONAL Nielsen Ratings for the two weeks ending June 26 listed the top ten programs as follows:

Number of Tv Homes Reached

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	13,486
2	Dragnet (NBC)	10,812
3	This Is Your Life (NBC)	10,749
4	Pabst Blue Ribbon Bouts (CBS)	9,872
5	Ford Theatre (NBC)	9,395
6	Toast of the Town (CBS)	8,783
7	Red Buttons (CBS)	8,758
8	Jackie Gleason Show (CBS)	8,742
9	Gillette Cavalcade (NBC)	8,553
10	Arthur Godfrey (Pillsbury) (CBS)	8,467

Per Cent of Tv Homes Reached Program Station Basis

Rank	Program	Homes (%)
1	I Love Lucy (CBS)	45.7
2	This Is Your Life (NBC)	39.3
3	Dragnet (NBC)	37.4
4	Ford Theatre (NBC)	34.2
5	Pabst Blue Ribbon Bouts (CBS)	33.9
6	Jackie Gleason Show (CBS)	31.8
7	Toast of the Town (CBS)	31.8
8	Red Buttons (CBS)	31.3
9	Gillette Cavalcade (NBC)	30.6
10	Arthur Godfrey's Scouts (CBS)	29.9

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Entertainment Jobs Steady, Hollywood C of C Reports

WHILE Southern California's entertainment industry—of which film production employs half—has not kept pace with other local industrial employment, neither has it fallen off during the past five years, a preliminary survey report by the business development committee of the Hollywood Chamber of Commerce has reported.

The stable employment picture was credited to steady growth of both broadcasting and legitimate theatre workers by Ernest L. Loen, report chairman. Radio-tv broadcasting employes have risen from 3,201 in 1949 to 4,780 last year, the report stated, countering a corresponding drop in motion picture theatre and vaudeville employment.

Another report, also issued by the California Dept. of Industrial Relations for May, revealed average weekly earnings in motion picture studios reached an "all-time" peak of $124.33, rising from $117.54 in April and $107 in May 1953. Greater activity in both tv and theatrical filming was the reason for earnings increase, the report indicated.

'54 Tv Set Shipments Stand at 2.3 Million

SHIPMENTS of television receivers to dealers totaled 2,370,098 in the first five months of 1954 compared to 2,695,856 in the same 1953 period, according to Radio-Electronics-Tv Mfrs. Assn. The May shipments totaled 304,227 compared to 410,032 in April and 243,348 in May 1953. Set shipments to dealers by states during the first five months of 1954 follow:

State	Total	State	Total
Ala.	37,734	N. J.	64,673
Ariz.	10,312	N. M.	8,692
Ark.	36,360	N. Y.	219,165
Calif.	165,544	N. C.	62,207
Colo.	19,196	N. D.	8,993
Conn.	32,963	Ohio	111,999
Del.	4,833	Okla.	34,304
D. C.	15,321	Ore.	27,640
Fla.	65,339	Pa.	147,991
Ga.	60,930	R. I.	7,777
Idaho	17,233	S. C.	31,024
Ill.	145,641	S. D.	7,599
Ind.	70,961	Tenn.	51,996
Iowa	52,778	Tex.	133,550
Kan.	37,034	Utah	9,093
Ky.	27,021	Vt.	6,806
La.	51,695	Va.	39,618
Me.	38,959	Wash.	39,524
Md.	28,211	W. Va.	27,981
Mass.	65,578	Wis.	60,512
Mich.	95,487	Wyo.	3,327
Minn.	42,288		
Miss.	22,219	U. S. TOTAL	2,364,042
Mo.	68,144	Alaska	1,467
Mont.	9,808	Hawaii	4,589
Neb.	23,598		
Nev.	2,422	GRAND TOTAL	2,370,098
N. H.	11,962		

Uhf Sets Now Top 2.5 Million

BETWEEN 2.5 and 3 million U.S. tv sets are now equipped to receive one or more uhf channels, according to projections of a nationwide American Research Bureau survey, B•T learned last week.

Last April ARB conducted a diary study among tv set owners in some 5,000 homes, chosen in a sample drawn from all U.S. counties. At that time, 8.3% of the diaries reported reception on one or more uhf channels.

Assuming 30 million to be a rough estimate of total receivers last April, the total then capable of getting uhf signals was about 2.5 million.

James W. Seiler, director of ARB, told B•T that the April diary study was "representative of the entire country."

HERE!

Management at WBAL

rich in experience in good broadcasting and offering continuous service to the public, operates "One of America's Great Radio Stations."

Facilities at WBAL

are, in every regard, unexcelled in the radio industry and surpassed by none.

Programming at WBAL

combines the best from NBC with the best of local talent and services presented with skill and imagination to fully serve the huge audience.

Public Service at WBAL

is one of the station's major interests because of the certain knowledge that this is the way to the heart of our communities. This is attested by the numerous national and local awards received by WBAL.

Market at WBAL

sixth largest in America, rich, stable, responsive, includes 4,225,500 people.

By all five measures—and more—WBAL stands proudly with the other stations represented by the Christal Company as "One of America's Great Radio Stations."

NBC affiliate • 50,000 watts **WBAL** *radio Baltimore*

Nationally Represented by The Henry I. Christal Co., Inc.

VIEWS OF TvAB SUPPORTERS SOUGHT AS PRELUDE TO AUG. 5 PROMOTION MEET

Questionnaire submitted to proponents of TvAB which joins NARTB next month in planning industry promotion.

TELEVISION Advertising Bureau (TvAB) delegates to the Aug. 5 Washington meeting, at which plans will be drawn for an all-industry sales promotion bureau, will enter the planning session armed with the collective views of its members and supporters.

Five TvAB delegates and a similar group from NARTB will pool their ideas for an all-industry bureau at the Aug. 5 meeting. They will confer under terms of a merger pact entered into June 30 [B•T, July 5]. The two groups had been developing separate bureau programs, with TvAB excluding networks as such and NARTB including networks in its project.

Moore Sends Questionnaires

Over the weekend Richard A. Moore, KTTV (TV) Los Angeles, who has spearheaded the TvAB movement, sent out questionnaires to about 120 station members and supporters. In these questionnaires he submitted a long list of questions designed to provide a consensus on ways a tv advertising bureau should operate as well as the goals it should set.

Mr. Moore told B•T he had first drawn up a tentative questionnaire which he had submitted to the five TvAB merger committeemen and several other key telecasters. He said he might make several minor changes in wording, following suggestions from those who reviewed the questions.

Station Representatives Assn., active in formation of TvAB, has contended since the June 30 merger discussions that the new project has drawn criticism within TvAB ranks [B•T, July 12] (See story at right).

"The questionnaire is designed to get a good cross-section of the ideas of TvAB's members," Mr. Moore said. "I believe our committee should know their views before the Aug. 5 meeting. Large numbers of stations have paid dues and showed their support of TvAB.

"These stations joined one type of bureau—a bureau based on promotion of national spot and local television advertising. Now they have a chance to decide if they want to join a new bureau with an all-industry goal and to tell exactly what sort of a bureau they want.

"After Aug. 5 we may contact our members again. We may want to ask their views on whatever program is drawn up by the joint committee, and on the disposition to be made of dues that have been collected by TvAB."

Mr. Moore said that member station reaction to the June 30 merger agreement had been "generally favorable." He suggested more meetings may be necessary in August before a specific set of plans can be submitted by TvAB to its officers and stations, and by NARTB to its Tv Board.

"We promised the industry democratic action at the Chicago organization meeting in May," Mr. Moore said. "Now we're carrying out that promise."

Members of the joint committee who will meet Aug. 5 are: TvAB—Mr. Moore; Roger W. Clipp, WFIL-TV Philadelphia; L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co.; Henry W. Slavick, WMCT (TV) Memphis. NARTB—Clair B. McCollough, Steinman Stations; Kenneth Carter, WAAM (TV) Baltimore; Campbell Arnoux, WTAR-TV Norfolk, Va.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Merle S. Jones, CBS.

The eight-page TvAB questionnaire is designed "for the guidance of TvAB representatives engaged in the formation of an all-industry advertising bureau," the heading notes. It asks first if the respondent agrees with the decision favoring one advertising bureau.

Citing the "all-industry" aspect of the new project, the questionnaire lists seven types of industry organizations. While it provides for "should be in" and "should not be in" answers, the question is phrased this way, "Will you please indicate any of the following types of organizations which you feel should NOT be eligible for membership in the new bureau?" The seven types of organizations listed are tv stations, tv networks, tv station sales representatives (including spot sales divisions of networks), tv set manufacturers, tv film distributors, tv film producers and advertising agencies.

Third question covers seven pages and deals with types of functions and the manner in which a sales bureau should be operated. An explanation recalls that TvAB was conceived "as a station-only organization which would engage in aggressive sales promotion on behalf of stations only, namely in the area of national spot and local sales.

"In that connection, it was contemplated it would function in a manner similar to the Newspaper Bureau of Advertising. It was contemplated that this sales effort would be affirmative and not 'anti' network, 'anti' radio or 'anti' any other media. However, the objective of the new bureau will be to promote the sale of television program time and programs to network advertisers, national spot and local advertisers.

"The manner in which this objective can best be carried out for the benefit of all members and with a maximum result in terms of sales, will naturally be the principal subject of the discussions of the joint committee. You can readily see that the decisions reached on this point will be of basic importance and will, in the final analysis, determine what kind of a bureau we will have and how effective it will be."

Getting down to specifics, the questionnaire asks if a "generalized approach" is preferred, promoting tv as a medium, or "a bureau which will engage in specific promotion of specific types of television such as network, national spot and local?"

Choice Offered

The questionnaire asks if the bureau can promote specific types of tv "without arriving at a situation where it must take a negative or 'anti' approach in favor of one type as against another." Choice is offered between a bureau with three divisions—promoting network, national spot and local—as against a vertical structure run by a managing director.

Choice is asked on a should or should-not basis in regard to institutional advertising in newspapers, magazines, trade publications and other media on behalf of tv as a medium; separate advertisements in such media promoting specific types of tv; case histories for presentation to individual companies on behalf of tv in general; case histories of network, national spot or local success for presentation to specific advertisers and agencies; direct presentation and solicitation of agencies on behalf of tv as a medium; direct presentation on behalf of specific

Keep Networks Out, SRA's Flanagan Insists

JUST as "it has never occurred to magazines and newspaper publishers that they should have an 'all-print' bureau to sell against broadcasting, it is equally ridiculous to suppose that an 'all-industry' tv bureau could sell against print media," T. F. Flanagan, managing director, Station Representatives Assn., stated in a letter sent to B•T Thursday.

Replying to an editorial [B•T, July 19] which urged the establishment of "an all-television advertising bureau which would sell television of all kinds, as a medium," Mr. Flanagan said bluntly: "SRA does not think it is feasible to establish an 'all-industry' bureau which can efficiently sell all facets of the tv industry against competitive media."

Major points of Mr. Flanagan's argument, condensed from his seven-page letter, were:

"To begin with, national spot is just as competitive to network as newspapers are to magazines.

"Income from advertisers, retained by the networks, finances the network sales, sales promotion, research and publicity operations, all for the purpose of securing network business. The network affiliate stations, from whom this income is withheld, are therefore already contributing that amount toward the sale of network facilities.

"Although the networks now have adequate income and facilities for the promotion of network business, there is no industry organization for the promotion and sale of national spot business, nor of local.

"It has long been known that it is impossible to sell radio and television with the same sales force. It therefore logically follows that network and spot cannot be sold with the same sales force, which even the networks admit by their spot sales organizations.

"There is no problem about the need for and the method of organizing and providing service to stations in return for their dues, for help to them in developing more local retail television volume.

"There is an overwhelming difficulty in managing an 'all-industry' bureau where you would send out salesmen and promotion material to advertisers and agencies. If you tell them you are promoting only television, their immediate question is: which should I use, national spot or network? Is it then left to the individual bureau sales representative to promote his bias or experience? Or is it left to the managing director to make a decision on every advertising problem? How could a managing director possibly manage under such circumstances? There is an enormous difference between sending a man out to sell just television and sending him out to sell either network or national spot."

Taking B•T to task for its editorial reference to an organization "designed primarily to advance the cause of spot to the exclusion of network and local sales development," Mr. Flanagan stated: "the development of local sales, along with the development of national spot sales, has always been considered a primary function of TvAB since the outset." He attached to his letter a copy of SRA's presentation at the initial Apirl meeting of tv station executives to discuss a promotion bureau to show that local promotion was given equal importance to national spot promotion even then.

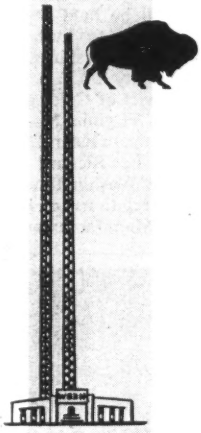
the symbol is NEW

the theme is old to WBEN clients

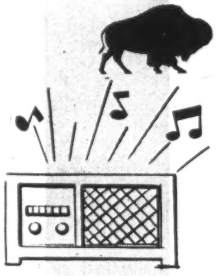
This five-pointed star insignia is a graphic new way to symbolize the measure of a station's greatness — but WBEN has made these points dramatically known to sponsors during 24 years of quality radio service throughout Western New York and along the great Niagara Frontier!

Yet — these familiar points of performance and service are very worthwhile repeating:

MANAGEMENT: Up-to-date policies based on the 74-year-old tradition of The Buffalo Evening News and implemented by 24 years of experience in radio have won audience and sponsor respect, loyalty and confidence.

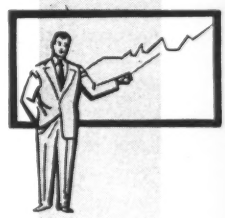


FACILITIES: Modern, highly efficient 5000-watt transmitter for unlimited day-and-night operation. 930 Kilocycles — in the middle of the dial — and completely-equipped studios in Buffalo's Hotel Statler. News services include: The Buffalo Evening News, the United Press, Associated Press and International News Service.



PROGRAMMING: CBS Basic Network programs combined with the best locally-produced shows and locally popular personalities . . . WBEN news, farm and home information, sports and music fill every radio listening need and desire.

PUBLIC SERVICE: WBEN aids in community betterment through sponsorship of educational programs like the University of Buffalo Round Table and the High School Forum, and encourages development of outstanding talent through the Voices of Tomorrow Contest.



MARKET: 400,000 families — a trading area of 1,400,000 people, employed in diversified industry and in agricultural production. The WBEN market is America's 12th largest . . . and WBEN has been the leading station in this market for almost a quarter century. (*WBEN is preferred by most listeners most of the time.*)

CBS BASIC

WBEN

RADIO

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use of network, national spot or local tv; soliciting of an advertiser planning a budget increase, with general or specific recommendations; solicitation for national spot where an advertiser and agency have been solicited by a network seeking to have a film program switched to the network; solicitation of an advertiser who has lost his network facility on behalf of spot.

Recommendations are asked on proposed dues structure and on the industry segments from which a director of the bureau might be drawn.

Finally, a question is submitted on future course if TvAB members prefer a national spot-local promotion policy and if NARTB refuses to go along. This offers eventualities that include: Continuation of TvAB-NARTB joint effort to set up a single all-industry bureau; TvAB withdrawal and resumption of the original TvAB plan regardless of NARTB; dissolution of TvAB; secret ballot asking all licensed stations for their preference of an all-industry or station-only bureau.

Industry Improvements Cited by Miller at SCBA

THE GROWTH of a "professional character" among broadcasters, defined as a "recognition of professional obligations," has been lauded by Judge Justin Miller. The former NARTB board chairman who currently is counselor for the Los Angeles law firm of McClean, Salisbury, Petty & McClean, spoke a fortnight ago at a Hollywood meeting of the Southern California Broadcasting Assn.

Change in the FCC's attitude that all advertising is bad, and program improvement through a response to listener demand rather than to pressure groups are further signs of the industry's growth, he told the SCBA.

Also in his nine years at NARTB Judge Miller noted the change in the attitude of Congress and the press; an improvement in public relations, with broadcasters participating more in community affairs, and better labor relations, especially in lessening of extreme positions such as that taken by American Federation of Musicians President James C. Petrillo.

Judge Miller said that when he took office with the NARTB, he refused to accept the concept that broadcasting was primarily an entertainment medium, like motion pictures. Equally, he refused the concept of broadcasting, though in the public interest, as a public utility subject to stringent government regulation. Both views have been borne out by events, Judge Miller observed, with movies currently fighting censorship moves and the FCC adopting a less restrictive policy toward radio-tv.

Looking at the industry's future, Judge Miller admitted some fatalities among broadcasters are inevitable in the intense competition for sales; he said the strongest would survive.

By equal attention to improved news and editorial comment, as suggested by William Paley, CBS board chairman, at the 1954 NARTB convention, and to local wants and needs, the broadcasting industry can look forward to continuing growth, Judge Miller concluded.

Richards Back to Duty

ROBERT K. RICHARDS, NARTB administrative vice president, returns to his office this week following an abdominal operation performed July 6. He has been recuperating at his Washington home and last week handled office correspondence. His resignation from NARTB becomes effective Oct. 1 when he opens a Washington public relations office, continuing to serve NARTB on a consulting basis.

New England Film Directors Organize at Boston Meeting

INFORMAL organizational meeting of tv film directors in the New England area was held July 13 in Boston with William D. Cooper, film director of WJAR-TV Providence, named acting chairman of the new group. Name has not been selected, according to Mr. Cooper, who spearheaded the idea with the ultimate intention of forming a national association of tv film directors to include film room supervisors and film buyers.

MR. COOPER

Next meeting of the New England film group is scheduled for Sept. 28 at the Hotel Statler, Boston. Interested parties are advised to contact Mr. Cooper.

Aims of the organization are (1) betterment of the industry; (2) establishment of standard film room and inter-station operating procedures; (3) closer relationship between station and film distributing agencies, and (4) creation of a central clearing house for exchange of ideas relating to film.

N. J. Broadcasters Protest Switchover to 45 Rpm Discs

RECORD companies should continue to provide 78 rpm records to broadcast stations, in the opinion of New Jersey Broadcasters Assn. In a protest sent last Wednesday, the association said the shift to 45 rpm records [B•T, June 14] for broadcast use has "resulted in confusion and resentment" and has created "very serious mechanical problems."

Everett Rudloff, WJLK Asbury Park, president of the New Jersey group, said conversion of present turntables "in cases where practicable is complicated and expensive." His letter on behalf of the association pointed out that some conversions "are utterly useless" and involve dismounting and reassembling of equipment.

Some members have found poor quality in the 45s, Mr. Rudloff continued. He added that the association does not "oppose the use of 45s if and when the equipment manufacturers have devised conversions and gear that will work and the stations have had a reasonable opportunity to plan for their use." He said deep resentment has developed in the state, and regretted that stations were not consulted in advance.

Sweeney Notes Chain Stores Increased Use of Radio

TREND toward increased use of radio for advertising by chain stores and more leeway to local managers on how they use the medium was reported by Kevin Sweeney, BAB president, in a talk last Monday to Virginia and West Virginia member stations in Richmond.

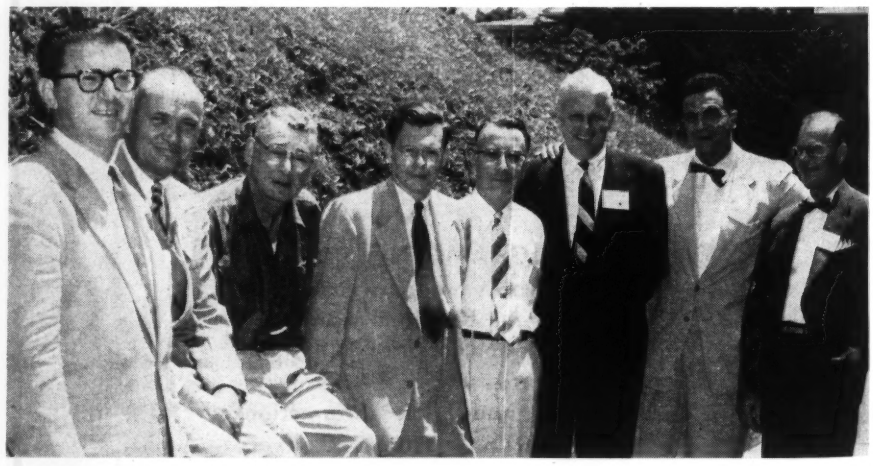
"For many years," Mr. Sweeney said, "major chains had a virtual 'no radio' policy. But in the past two years, chain after chain, heeding strong pressure from their managers, have permitted extensive use of radio by local managers."

He recounted BAB's efforts to impress chain stores on the use of radio over the past two years, which included copy clinics for store copy writers and "lessons in buying time" for one chain. He recommended that station managers pay increased attention to local-level management of chains and particular attention to the regional manager.

The Richmond meeting of BAB stations was the 19th in a series of 38 sales clinics.

Public Relations Clinic Set

REGIONAL clinic for public relations, including radio and tv, will be held Sept. 24 at the Hotel Statler, according to Ludwig Caminita Jr., president of the Washington Chapter, Public Relations Society of America. Guests are invited from District of Columbia, Virginia, North Carolina, West Virginia, Maryland, Delaware and Pennsylvania. General chairman of the conference will be Richard R. Bennett, vice president of the Washington chapter and Washington public relations director of the National Assn. of Manufacturers.



NEW BOARD and officers of the Virginia Assn. of Broadcasters elected at the July 8-9 meeting [B•T, July 12] are (l to r) Irvin G. Abeloff, WLEE Richmond; Richard Field Lewis Jr., WINC Winchester; Campbell Arnoux, WTAR Norfolk; Carl Lindberg, WPIK Alexandria; Earl Key, WKEY Covington; Frank E. Koehler, WROV Roanoke, VAB president; Charles R. Maillet, WWOD Lynchburg, vice president, and John L. Cole Jr., WHLF South Boston, Va., secretary-treasurer.

WGAR's
LEADERSHIP IN PUBLIC SERVICE

Measure of a Great Radio Station

. . . how it affects advertising results in Northern Ohio

We believe there is a definite relationship between a radio station's devotion to the public interest and listener response to advertising.

By serving our listeners better, we feel we have created a climate of believability —of listener loyalty—of dependence on WGAR—which makes our advertisers' messages more effective.

WGAR was the nation's first station in its class to receive the coveted George Foster Peabody Award for outstanding public service. WGAR, for the past three years, has been selected by a board of impartial judges as Cleveland's outstanding station for public service activity. WGAR, for seven of the past eight years, has dominated The Cleveland Press radio popularity poll—including first places every year for public service programming.

Does leadership in public service pay off for our advertisers? In the last "Radio Gets Results" competition sponsored by the Broadcast Advertising Bureau, WGAR was the *only* Northeastern Ohio station to win an award!

There are many other concrete examples of WGAR's selling power with the adult buying audience. For further evidence of WGAR's leadership in public service —and advertising results—contact your nearest Christal representative.

WGAR

THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO

CBS • CLEVELAND • 50,000 WATTS • THE PEOPLES BROADCASTING CORPORATION

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POTTER UNIT NARROWS STAND ON UHF; THREE COURSES OF ACTION OUTLINED

Senate committee recommends: (1) elimination of excise tax on uhf sets; (2) special study of allocations; (3) continued work on solving the uhf dilemma. Action follows a two-hour Tuesday session.

THE POTTER SUBCOMMITTEE's attack on the uhf problem advanced last week after a two-hour session which concluded Tuesday with Senators asking for a triple-threat offensive.

Proposed action can be narrowed down to three steps, characterized as short-range, interim and long-range. In order, these are summarized as follows:

1. **Short range**—The subcommittee reaffirmed a position it took earlier that the 10% Federal excise tax on all-channel receivers be eliminated to pave the way for increased uhf circulation.

2. **Interim**—The Potter group proposed an advisory committee (*ad hoc*) be created with members taken from the "outside" to study current allocations with the idea of making modifications where technically feasible.

3. **Long-range**—Continuation of the "record" on the uhf inquiry with subcommittee staff work centering on various phases of the above plans, including a proposed agreement among manufacturers to produce only all-channel receivers and consideration of other means of bringing relief to uhf, with study of the multiple ownership problem.

Working with the subcommittee on its desire to lift the 10% excise is Sen. Edwin C. Johnson (D-Colo.), a member of the Commerce Committee and also the Senate Finance Committee.

Sen. Johnson told B•T last week that the Finance Committee is being reminded constantly of his desire to whip through the excise relief amendment. He has proposed such action for some time. The current plan is to tack the amendment to a House-passed bill relating to estate taxes. But, as the Senator expresses it, "time is running out." Most likely a final Johnson effort will come this week. If it fails to materialize, the relief must be sought next year.

To Encourage Agreement

At the same time, the Potter group is expected to work quickly to encourage the tv set makers to enter a voluntary agreement to produce all-channel receivers only.

Toward this end, the subcommittee, headed by Sen. Charles E. Potter (R-Mich.), is contacting the Justice Dept. asking for opinion as to whether such an agreement could be made without violating the anti-trust laws.

Senators feel that the all-band receiver is one of the keys to uhf relief because of its importance to uhf circulation in mixed markets.

Also, this type of relief appeals to all segments of the radio-tv industry. Witnesses who appeared before the Potter Subcommittee during its hearing on uhf, were in unusual agreement that the all-band set was the way to ease a good part of the uhf struggle for existence.

The proposed advisory committee to be appointed by the Potter group to study what can be done about allocations also is an approach which has been expected for some time. B•T predicted such an investigation as early as two months ago [B•T, June 28].

Primarily, the advisory committee, which would report its findings to the Potter group before the next Congress convenes in January 1955, would study the economic and technical aspects of proposals placed before the subcommittee in its recent hearings.

The advisory committee, it was reported, would compare to the now historic Condon Committee which four years ago submitted an evaluation of color television standards to the Senate Interstate & Foreign Commerce Committee [B•T, July 17, 1950].

The Condon Committee, made up of eminent engineers, was headed by Dr. Edward U. Condon, then director of the National Bureau of Standards, and included Newbern Smith, who was the Bureau's radio expert; Stuart L. Bailey, then president of the Institute of Radio Engineers; William L. Everitt, U. of Illinois electrical engineering department head, and Donald G. Fink, editor of *Electronics* magazine.

The *ad hoc* committee on uhf would take up the various proposals—such as moving all tv to uhf, moving all tv to vhf, making the allocations more flexible, etc.—and evaluate them as to engineering and economic feasibility.

According to Sen. Potter, the subcommittee discussed the question of multiple ownership but no decision was reached. This subject, Sen. Potter said, would require more study by the subcommittee. But, said the Senator, he personally favored the FCC's proposal that the current five tv station limit be increased to seven, with not more than five in the vhf.

Census Funds Again Fall Under House Economy Ax

(Also see Agriculture census story, page 31)

FINANCING for a proposed census of business, manufacturing and mineral industries was listed among the casualties in the House last week on the supplemental appropriations asked by President Eisenhower for a score of federal operations.

The House defeated the $8,430,000 business census proposal 81-28 when Rep. Henry O. Talle (R-Iowa) on Tuesday offered an amendment to reinsert the census appropriation after the House Appropriations Committee had killed it [AT DEADLINE, July 19].

Rep. Cliff Clevenger (R-Ohio), who headed the subcommittee which had jurisdiction over the business census portion, criticized the value of the census in Tuesday's floor debate, saying it is "more often than not" two to three years after the census before figures are available. "We have tried every way we can think of to energize and wake up the Bureau of the Census, but it seems to have fallen into a moribund state where time seems to be of no interest to them," he said.

Rep. John Taber (R-N. Y.) joined the Ohio Congressman in this criticism.

Rep. Charles S. Gubser (R-Calif.), who made a plea on the floor Monday in behalf of the business census, said he would request the Senate to restore the census funds. Rep. John J. Rooney (D-N. Y.), also speaking for the appropriation, said: "I know, and I say now, that this item is going to be restored to this bill in the Senate. . . ."

The nearly $2 billion proposed in the bill (HR 9936) was cut 40% by the House Appropriations Committee. That part of it under Rep. Clevenger's subcommittee was cut 82%, according to Rep. Rooney.

Daytime Deadline Delayed

DEADLINE for comments on implementation of FCC's proposed report on daytime skywave interference, set Aug. 2, was postponed by the Commission last week until Oct. 15 upon petition by WLAC Nashville. WLAC was one of several parties which offered alternative proposals at oral argument on the report before the Commission *en banc* a fortnight ago [B•T, July 19]. The report proposes added protection to Class I clear channel stations from daytime skywave interference caused by secondary station operation at sunrise and sunset hours. WLAC's petition noted that if FCC modifies its report because of the alternative proposals, the comments due Aug. 2 would become moot.

Radio-Tv Restrictions Out of Gambling Bill

Bricker amends measure which would have prevented rapid news coverage of horse and dog racing events.

THE SENATE bill to prohibit transmission of gambling information has been stripped of what broadcasters feel were discriminatory passages [CLOSED CIRCUIT, July 12].

These amendments and others apparently clear the way for the bill's approval without opposition in the Senate, providing Senators from states where gambling is legal don't object.

The measure was placed on the Senate calendar last week after the new amendment was offered. The outlook was that if it gets past the Senate it will pass the House with no trouble.

The amended bill (S 3532) would remove original requirements that:

- Broadcasters and others handling news information on horse or dog racing events prove the information is not being used to circumvent the measure's provisions.
- Only one broadcast of races be made each day, with a time lapse of one hour after the event before broadcasts of it. NARTB had charged this provision discriminated against radio and tv in favor of newspapers and other publications.
- FCC file tariffs to implement the bill and enforce its provisions.

Positive Language

The amended bill, according to Government Relations Vice President Ralph Hardy of NARTB, also states in positive instead of negative language that the bill's provisions are not meant to prevent transmission of news reporting of public events which might be defined as gambling information by the bill, providing the information is intended only for news purposes and disseminated in news media.

The amendment was reported to the Senate last week from the Senate Commerce Committee by its chairman, Sen. John W. Bricker (R-Ohio), author of both the original bill and the amendment. It was sponsored by the Justice Dept.

Sen. Bricker offered the amendment after the bill was reworked to the satisfaction of the

Hiding your light under a bushel?

Maybe you are and don't know it. Check the market covered by your present advertising and compare it with WJR's. You'll know then why some of the smartest advertisers—the ones who want to *move goods fast*—buy *spot radio on key stations*. That makes for a bright sales picture.

WJR is one of those key stations, smack in the heart of the Great Lakes market—over 13,000,000 Americans and almost 3,000,000 Canadians whose annual retail purchases alone are close to $20 billion. WJR sells those people, day after day. They respect WJR's integrity and they like the excellent local programming (budgeted at more than $1 million a year) and the fine network fare that WJR provides them night and day. The result—they respect and like the advertisers, too.

That's what you buy on WJR—key salespower in a key market. It costs more and it produces more—the measure of WJR as a great radio station. The whole story on WJR is as easy to get as it is to phone your Henry I. Christal representative. Call him.

The Measure of a Great Radio Station

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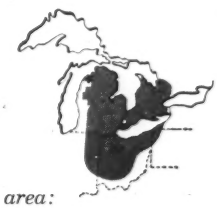
Represented nationally by
The Henry I. Christal Co., Inc.
New York, Boston, Chicago, Detroit, San Francisco

WJR



Detroit, 50,000 watts
CBS Radio Network.
WJR's primary coverage area:
more than 16,000,000 customers

Justice Dept., FCC, NARTB, Western Union and telephone companies.

A letter affirming FCC's opinions on the anti-gambling bill—also expressed in part by Chairman Rosel H. Hyde during the hearing on the measure—was sent to the Senate Commerce Committee. It outlined FCC objections to the Bricker measure as originally offered. The Commission's main objection was that the tariff provisions would require it to make "police-type" investigations into the activities of those who use communications facilities "which would impose a most onerous burden upon the Commission, one which it is not equipped to discharge."

The FCC also felt that certain language in the bill might be construed as congressional intent that the FCC should not exercise its licensing powers to prevent broadcasting of gambling information. FCC said it already holds that regular programs on racing, "even on a delayed basis," might be contrary to the public interest. The FCC letter cited the Commission's actions along these lines "in the past few years," under the Communications Act.

Notre Dame in Line For Television Grant

Break with NCAA over tv policy is speculated as the university announces plans to buy WHOT, an applicant for ch. 46 at Notre Dame.

PROSPECT of an initial decision to award tv ch. 46 at Notre Dame, Ind., to Michiana Telecasting Corp., owned by Notre Dame U., appeared last week as FCC Examiner Basil P. Cooper Wednesday closed the record in the competitive hearing with WHOT South Bend after introduction of an agreement whereby the school buys WHOT for $140,000, subject to FCC approval. The tv hearing was ordered on comparative issues only.

The radio station purchase set off speculation in sports circles that Notre Dame, with its own potential tv outlet, may break with the National Collegiate Athletic Assn. because of NCAA's restrictions on telecasting of college football. Under NCAA rules, Notre Dame would be subject to the restrictions even on its own outlet.

WHOT is sold by Universal Broadcasting Co., operator of WISH-AM-TV Indianapolis, WANE Ft. Wayne and WHBU Anderson, Ind. Sale agreement was announced by Rev. Edmund P. Joyce, secretary-treasurer of Michiana and executive vice president of Notre Dame, and C. Bruce McConnell, president of Universal.

One Uhf on Air

South Bend is served by one uhf station already on the air, ch. 34 WSBT-TV, CBS-DuMont outlet, and has no vhf service in the area.

WHOT's operations will continue at its present downtown studios for the time being, it was indicated, but it is anticipated that eventually the programs will originate from studios on campus.

"For some time," Rev. Joyce said, "the University of Notre Dame has planned to enter the radio and television field. Through radio and, perhaps, television at a later date, Notre Dame, hopes to make its great resources for education, information and entertainment available to the city of South Bend and the Michiana area."

GO-AHEAD ON NETWORK INVESTIGATION AWAITS MEETING OF BRICKER COMMITTEE

Senate Commerce group has both authorization and funds to proceed with a study of the radio-tv networks. Committee is expected to convene this week in perhaps its last closed session.

AN EXPECTED call by Sen. John W. Bricker (R-Ohio) for a full-scale investigation of the radio-tv networks [B•T, July 19] loomed closer last week.

Although Sen. Bricker, the Senate's cannoneer on the project, avoided tipping his hand on the timing of his proposal, it was understood the word would be out officially once the Senator could meet with his Senate Commerce Committee.

As B•T went to press, such a meeting had not taken place. At one point, Sen. Bricker may have been close. That was Wednesday when the Senate group prepared to meet in closed session.

In the Senate chamber, tired legislators dozed and debated. With only about 10 days left before the desired date for adjournment, GOP Leader William Knowland (R-Calif.) asked committee chairmen to minimize committee sessions and thus permit a turnout of Senators on the floor. Sen. Bricker, complying with the appeal, canceled the Commerce meeting.

This cancelation sparked speculation as to the future course of action Sen. Bricker may take. Most likely the Senate Commerce group will hold this Wednesday what may be its last closed door session before adjournment.

This reasoning placed the odds in favor of Sen. Bricker springing his proposal before the full committee this week. That is, if the Senator goes through with his plan.

On the Books

While the mechanics for the investigation remain to be worked out, preferably after an official green light is given, the committee's authorization and funds are on the books, it was learned.

According to spokesmen, the committee has an estimated $90-95,000 of unspent money on hand. A broad authority to probe just about every agency and field under the committee's jurisdiction—and this includes communications—was voted the group by the Senate earlier in this Congressional session. In past years, this renewal of authority has been routine. The appropriation of about $100,000 was coupled with the resolution permitting such investigations.

Thus there are funds available to hire an outside expert, which is understood to be Sen. Bricker's plan. Should the committee wish to employ additional staff members, the unexpended money also would take care of that.

Sen. Bricker, it is understood, has been receptive to the hiring of an attorney who is familiar with both communications and with Congressional procedure. Robert F. Jones, former Republican Congressman and FCC Commissioner, who now is practicing law with Scharfeld, Jones and Baron in Washington, reportedly was to be tapped for the job. Sen. Bricker has neither confirmed nor denied this report. Meanwhile, he was quoted as being very "serious" about the network probe.

The Ohio Senator looks to an investigation which would parallel the uhf study insofar as a what-makes-it-tick approach to a network's operation is concerned. Reportedly, Sen. Bricker has in mind, among other things, the affiliation problems which have arisen in post-freeze years in tv.

The Senator has said formally on the floor of the Senate, and in private, that the reason for many failures of uhf operators can be laid to the networks because they have "denied programs" to the stations.

Along with this philosophy, Sen. Bricker has pointed to the networks as having "grown to dominate the broadcast field."

FCC and Networks

These beliefs are what motivate the Bricker bill (S 3456). His measure, which was introduced a few months ago [B•T, May 17], would authorize the FCC to license and regulate networks directly and on the same basis as individual station licenses. It also is the proposed legislation which would provide the guidepost for the investigating committee.

The Bricker bill in full text follows:

That the Communications Act of 1934, as amended, is amended as follows:

(1) In Section 2 (a) after "radio stations" insert "and the regulating of networks";

(2) At the end of Section 3 insert the following:

"(ee) 'Network' means any person who operates a system which, for the purpose of simultaneous or delayed broadcasting of identical programs, in any way interconnects or affiliates any two or more broadcasting stations"; and

(3) At the end of Section 303 insert the following:

"(s) Have authority to establish rules and regulations and make orders with respect to networks and such of their activities as affect licensed broadcast stations to operate in the public interest."

The Bricker measure has been on the Senate Commerce Committee's agenda but it has never been considered. For some time, Sen. Bricker had let it be known that special hearings would be called on the bill, once the uhf inquiry is concluded. However, the latter study was delayed by Sen. Charles E. Potter's (R-Mich.) participation in the Mundt Subcommittee hearing of the McCarthy-Army controversy. This in turn delayed consideration of the Bricker bill.

Current plan is to set up either a special committee or to leave it to the full committee or the Communications Subcommittee (Potter unit) to conduct the network investigation. Preliminary study would be started as soon as possible with the keel laid during the quiet days immediately following Congress' adjournment.

According to observers, a Bricker probe of the network field could overshadow the uhf study because it is understood the inquiry would encompass a look at the networks themselves, their affiliations, their status in current broadcast economics and their stake in uhf.

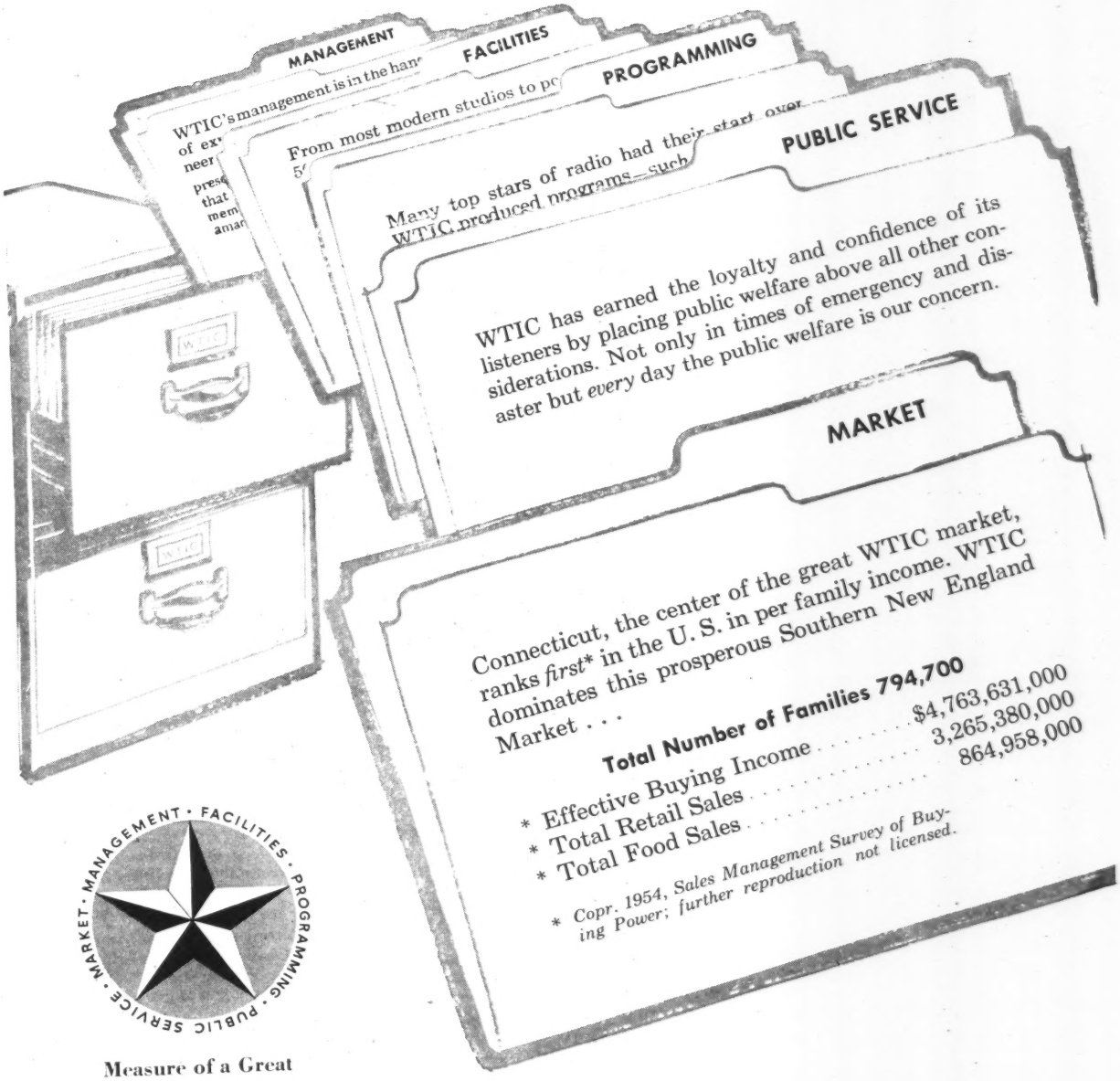
St. Louis Daytimer, Five Other Ams Granted

A NEW St. Louis am daytime station on 1600 kc with 1 kw power was authorized by the FCC last week.

The grant was made to Sam Johns, doing business as St. Louis Broadcasting Co. Mr. Johns is owner of a Blytheville (Ark.) drive-in restaurant, liquor store and recreation parlor.

Five other new standard daytime stations were authorized: Cortez, Colo.; Warner Robins, Ga.; Marksville, La.; Malden, Mo., and Longview, Wash. (For details see FOR THE RECORD, page 92.)

WTIC...By Every Measurement
A GREAT RADIO STATION


MANAGEMENT
WTIC's management is in the hand
of ex
neer
pres
that
mem
amad
FACILITIES
From most modern studios to pc
5
PROGRAMMING
Many top stars of radio had their start over
WTIC produced programs—such
PUBLIC SERVICE
WTIC has earned the loyalty and confidence of its listeners by placing public welfare above all other considerations. Not only in times of emergency and disaster but every day the public welfare is our concern.
MARKET
Connecticut, the center of the great WTIC market, ranks first* in the U. S. in per family income. WTIC dominates this prosperous Southern New England Market . . .
Total Number of Families 794,700
* Effective Buying Income $4,763,631,000
* Total Retail Sales 3,265,380,000
* Total Food Sales 864,958,000
* Copr. 1954, Sales Management Survey of Buying Power; further reproduction not licensed.

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Measure of a Great Radio Station

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THE HENRY I. CHRISTAL CO., INC.

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Bill Proposes Study Of Transatlantic Tv

THE POSSIBILITIES of a transatlantic television system, among other things, would be looked into by a nine-man commission proposed under a Senate-approved resolution passed by the House and sent to the President last week.

The joint resolution (SJ 96) calls for a Commission on International Telecommunications which would study global communications potentialities and report to Congress by Dec. 31. Under a $250,000 appropriation, the group would include two Senators named by Vice President Nixon, two House members named by Speaker Joseph W. Martin (R-Mass.) and five other persons named by President Eisenhower, including at least one each from the telecommunications industry and the educational field.

Purpose of the group's study would be to encourage development and use of radio-tv in fostering cooperation and mutual understanding among free nations of the world, according to a House report accompanying the measure.

The House report said it is now believed engineeringly feasible to link the U. S. with the rest of the world by television as it has been by shortwave and cable, referring to NARCOM (North Atlantic Relay Communications System) presently being considered by technicians. The report added that more than 50 nations now are developing tv networks, and that tv's impact overseas could become greater than that of the radio-only Voice of America.

The resolution had been passed last year by the Senate after a Foreign Relations subcommittee headed by Sen. Bourke B. Hickenlooper (R-Iowa) at a hearing in New York heard the projected NARCOM relay system from North America to Europe described by William Halstead, president of Unitel Inc., New York, a telecommunications and planning firm [B•T, May 18, 11, 1953].

It was passed by the Senate last year [B•T, July 27, 1953] and reported to the House by that body's Foreign Affairs Committee, but not before Sen. Edwin C. Johnson (D-Colo.) had stripped away implied powers which would have authorized the Telecommunications Commission to investigate tv not only overseas but also domestically [CLOSED CIRCUIT, Aug. 3, 1953]. The Johnson move was in the form of an amendment which was accepted by the Senate just before the resolution was approved.

House Acts to Investigate Radio-Tv Campaign Funds

THE House last week adopted a resolution providing for a special committee to investigate, among other things, the amounts contributed by individuals and organizations to purchase radio and television time on behalf of candidates for the House during this year's election campaigns.

The resolution (H Res 439), introduced by Rep. C. W. (Runt) Bishop (R-Ill.), calls for a five-man House group to look into House candidates' campaign expenditures. Rep. Bishop, who introduced the proposal last Feb. 9, presumably will head the special group.

A second resolution (H Res 631) introduced July 14 by Rep. Bishop would provide $25,000 for the group's work. Amounts pledged to similar special committees before elections in the four past congresses have ranged from $25,000 to $40,000.

STATE HEADS attending the Governors Conference at Sagamore Hotel, Bolton Landing, N. Y., a fortnight ago helped to film one sequence for *Tee Off with the Capital District Pros*, weekly golf show on WTRI (TV) Albany, N. Y. Before the camera (l to r): Gov. Frank Lausche, Ohio; Gov. Dan Thornton, Colorado, who won WTRI's weekly awards as "Golfer of the Week"; Gov. Lawrence Weathersby, Kentucky; WTRI Sports Director Steve Davis, and Gov. Arthur Langley, Washington.

INDUSTRY TO PRESENT ITS CASE IN RADIO-TV COVERAGE CONTROVERSY

Senate rules group studying congressional hearing procedures will hear from radio-tv representatives next week.

BROADCASTERS will have their chance at bat next week before the Senate Rules subcommittee now holding hearings on committee procedures.

The subcommittee has scheduled Aug. 4 for radio-tv industry testimony on whether radio and television should be admitted to open congressional hearings.

The Rules group, headed by Sen. William E. Jenner (R-Ind.), has been seeking ways and means to overhaul congressional committee procedures, particularly those of investigating groups. Some congressional testimony already has been heard, pro and con, on the radio-tv question [B•T, July 19, 12, 5].

Meanwhile, the House Government Operations Committee, counterpart of GOP Sen. Joseph McCarthy's Senate Government Operations Committee, last Thursday modified its rules on radio-tv coverage.

The changes allow witnesses to veto in advance their appearances before microphones or tv and motion picture cameras, but not after the hearing starts.

The modified rules also allow a majority of a subcommittee to decide whether hearings should be broadcast or telecast instead of the unanimous vote formerly required. The rule requiring a majority vote on radio-tv coverage of full committee hearings remains unchanged.

Among hearings expected to be affected by the new rules are those planned by Rep. George H. Bender (R-Ohio), whose special subcommittee is investigating alleged labor racketeering. Previously, one vote killed televising of the hearings. Rep. Bender, running for the Senate seat left vacant by Sen. Thomas A. Burke (D-Ohio), plans to hold hearings in several Ohio cities, but has set no dates.

Radio and television representatives scheduled to testify before the Jenner group Aug. 4 include Raphy Hardy, NARTB vice president for government relations; Robert P. Hinckley, ABC vice president; Davidson Taylor (tentative), NBC director of public affairs; Richard Salant, CBS Inc. vice president, and a representative from the Radio-Tv Correspondents Assn.

Rep. George Meader (R-Mich.), added his voice last Tuesday to those in favor of broadcast and televised hearings. He appeared before the subcommittee and also spoke on the subject on the House floor.

Proposing changes in S Res 253, Rep. Meader said he not only felt television is a "great boon" in the governmental system, but believed witnesses should have no say-so about whether they are to be televised. The committee itself should exercise this decision at its own discretion, he said. S Res 253, offered by Sen. Prescott Bush (R-Conn.), would give witnesses the privilege of refusing radio-tv coverage at Senate committee hearings.

All Should Be Admitted

Referring to television coverage, the Michigan Congressman said, "If hearings are public, then recognized media should have reasonable opportunity to observe and report what is a matter of public interest."

"Television is here to stay and will not long be held back, even by a Senate rule," he declared. He said he "cannot accept the view that tv is a form of punishment," and that if a witness is embarrassed by telecasting equipment, he should be equally or more embarrassed by the presence of committee members.

"Television and broadcasting are far less susceptible to distortion than second hand accounts," he said in an apparent reference to newspaper reporters.

Rep. Meader said he had recommended to Rep. R. Walter Riehlman (R-N. Y.), chairman of a House Military Operations Subcommittee, that the rules of the parent Government

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7700 Mi

5400 Mi

Duluth

Salt Lake City

Quebec

Milwaukee

New York

Detroit

Chicago

Miami

Honolulu

New Zealand

Australia

Tahiti

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Tv Veterans to Testify

TWO of the main causes of all the furor about congressional committee procedures—Sen. Joseph R. McCarthy (R-Wis.), chairman, and Roy M. Cohn, recently resigned chief counsel of the Senate Permanent Investigations Subcommittee—will take their turn before the Jenner Rules subcommittee tomorrow (Tuesday). It was largely the tactics of the Senator and his aide during McCarthy Subcommittee hearings which stirred to a boiling point in Congress such questions as radio-tv coverage, protection of witnesses and the number of committee members who must be present at a committee hearing.

Operations Committee on radio and tv be changed.

The Michigan Republican, a member of the subcommittee, cited his July 16 letter to Rep. Riehlman in which he suggested the changes which were made by that committee Thursday allowing a subcommittee majority to control radio-tv coverage of hearings.

Rep. Meader's letter was placed both in the record of the Jenner Subcommittee hearing and that of the House. House Government Operations Committee Chairman Clare E. Hoffman (R-Mich.), during discussion on the House floor, said he agreed with his Michigan colleague that television will expose the "ham" as well as promote good qualities, so that "in the end," radio-tv gives an "accurate picture of just exactly what is going on."

Rep. Kenneth B. Keating (R-N. Y.), in testimony Wednesday before the Jenner Senate group, said he felt witnesses should not be required against their will to testify in front of cameras and microphones. Rep. Keating is chairman of a special House Judiciary Subcommittee investigating the Justice Dept.

The subject of televising and broadcasting all congressional activities was discussed July 18 by three Washington, D. C., attorneys in a forum program on WWDC Washington,

Ellsworth on Coverage

RADIO AND TV ought not be permitted to cover sessions of Congress. They should be welcome at committee hearings if individual committee chairmen beckon, but a witness should not be subjected to camera and microphone if he objects. This is what Rep. Harris Ellsworth (R-Ore.) told B•T after taking an independent look at committee procedures. Rep. Ellsworth, a member of the House Rules Committee, returned about two weeks ago from a trip to England and West Germany. While in England, he visited the Parliament, primarily with an eye to how investigations are conducted there. Asked by B•T to comment how the British feel about radio-tv access to legislative proceedings, the Congressman noted broadcasts of chamber or committee proceedings in Britain "just are not done." Rep. Ellsworth is a broadcaster-publisher with interests in KRNR Roseburg, KFLW Klamath Falls and KYJC Medford, all in Oregon.

under auspices of the Junior Bar Conference of the D. C. Bar Assn.

John B. Kenkel of the law firm of Miller & Schroeder said broadcasters and telecasters are not asking Congress to stage "a dramatic presentation," but are asking only to be admitted on the same basis as other media "to promote an informed citizenry and give the public a true picture of Congress at work."

He said costs would preclude extensive coverage unless sponsorship is permitted, adding his belief that the integrity and responsibility of broadcasters could be depended on in controlling the commercial content of such programs and that the dignity of proceedings would not be affected.

John E. Hartshorn, of Cummings, Stanley, Truitt & Cross, took the opposing view. He said the melodramatic atmosphere some feel has been present at televised proceedings in the past may be strong enough to weigh against the admitted interest and widened attention gained by television. He said he opposed commercial sponsorship.

Attorney Robert J. Annis, who was moderator, explained the problem is not limited to investigating committee hearings but includes the entire legislative process.

Lamb Hearing Postponed By FCC Examiner

Case is delayed until Sept. 15 as the Senate Interstate & Foreign Commerce Committee indicates Ohio broadcaster is entitled to a 'bill of particulars' on FCC charges.

THE SENATE Interstate & Foreign Commerce Committee stepped into the fringes of the Edward Lamb controversy before the FCC last week and sent the Commission a letter which indicated that members of the Senate group are "unanimous" in feeling Mr. Lamb is entitled to a "bill of particulars" on the FCC charges [CLOSED CIRCUIT, July 19, 5]. The FCC case, originally set for July 28, has been postponed to Sept. 15, at the request of Mr. Lamb's counsel.

FCC ordered hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa., to determine if Mr. Lamb earlier made false representations to the Commission that he never had communist associations, which he continues firmly to deny.

Mr. Lamb appeared before the Senate committee to protest the confirmation of Comr. John C. Doerfer for another term on the FCC on the ground Mr. Doerfer was the "key" to Mr. Lamb's problems. Mr. Doerfer denied the allegations and was unanimously confirmed [B•T, July 5, June 28].

Signed by Chairman John W. Bricker, the Senate committee letter noted Mr. Lamb testified he did not expect the Commission to grant him a bill of particulars in advance of the WICU hearing originally scheduled to begin this Wednesday. The letter continued:

> This Committee does not hear appeals from the FCC nor does it try, in advance, to tell it what to do. Nevertheless, the Committee members are unanimous in feeling that counsel for WICU is entitled to receive reasonably in advance of July 28, the equivalent of a "bill of particulars," specifying the charges to be presented and naming the witnesses to be called.
>
> The Committee anticipates that the Commission's action will be in harmony with this view.

FCC Examiner Herbert Sharfman, designated by the Commission to preside over the WICU renewal hearing, on Tuesday granted postponement of the case until Sept. 15. The delay will permit handling of procedural and other preliminary arguments, as well as allow time for FCC to consider issuance of a bill of particulars as a result of the Bricker letter.

A few days earlier, the U. S. Court of Appeals in Washington turned down Mr. Lamb in his request that the temporary stay against the Commission holding a hearing on the communist charge be continued until a court decision on his appeal. Mr. Lamb appealed from Federal Judge Edward A. Tamm's denial of his request for an injunction to prohibit the FCC from holding its hearing [B•T, July 19, June 21]. Judge Tamm, however, issued a temporary stay against the FCC until Mr. Lamb "perfected" his appeal. This was done two weeks ago when he filed the required papers in the Appeals Court.

Kennedy Bill Would Exempt Radio-Tv From Lobbying Act

THE FEDERAL Lobbying Act would be rewritten with radio-tv exempted from its provisions in the same manner that newspapers and other publications are free from registration penalties under a bill (S 3775) introduced by Sen. John F. Kennedy (D-Mass.).

Sen. Kennedy offered his measure last Monday.

The Lobbying Act as written now is not specific about radio-tv although there is little chance that radio-tv operators would be held to be "lobbying" because of opinion on Congressional measures expressed on the air.

The section proposed by Sen. Kennedy: Registration would not apply to "a newspaper, a regularly published periodical or a radio or television station (including an owner, editor, publisher or employe thereof) which in the ordinary course of business publishes, broadcasts or telecasts news items, editorials or other comments, or paid advertisements, which urge the passage or defeat of any legislation, if it, its owner, publisher, editor or employe, engages in no activities in connection with the passage or defeat of such legislation other than appearing before a committee of either House of Congress or any joint committee thereof. . . ."

The bill was referred to the Senate Judiciary Committee.

Sen. Kennedy admitted the bill had little chance during this fast-ending session of Congress but said he was offering the bill now to permit study and possible action next year.

Bills to Protect FBI Name

LEGISLATION has been introduced in both Houses of Congress to protect the name of the Federal Bureau of Investigation from commercial exploitation by broadcasts, telecasts, motion pictures, plays and the like. Sen. Pat McCarran (D-Nev.) last week introduced his S 3769 and Rep. Chauncey W. Reed (R-Ill.) on July 15 his HR 9921 to that effect. Both proposals, to amend Sec. 709 of Title 18 of the U. S. Code, have been referred to each chamber's respective judiciary committee.

FCC Revises Forms

REVISION of application forms for use in the experimental tv, international, experimental facsimile and developmental broadcast services were announced last week by FCC, effective Sept. 1. Forms 309, 310 and 311 are simplified, FCC said, while Forms 312 and 318 are deleted.

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Measure of a Great Radio Station

FCC Anti-Red Rule Draws Mixed Comment

Measure will bar from licenses communists or those 'not of good moral character.'

MIXED reaction was evidenced last week in the handful of comments filed on FCC's notices on proposed rule making to declare ineligible for commercial and amateur operator licenses anyone who is a communist or "not of good moral character" [B•T, June 21, 14].

The proposals represent an effort by the Commission to tighten communication security in cooperation with Sen. Alexander Wiley (R-Wis.), chairman of the Senate Foreign Relations Committee and its subcommittee on espionage, sabotage and subversion.

Involving modification of Parts 12 and 13 of the Commission rules, the proposed changes would make ineligible to hold a license "any person who is a member of the Communist Party or any organization which has been required to register as a Communist-action or Communist-front organization under provisions of the Internal Security Act of 1950, or any organization which advocates or teaches the overthrow of the U. S. Government or the government of any political subdivision thereof by force or violence." FCC also would license only those of "good moral character" and would not license any person convicted of a felony.

Support for the proposals was indicated by National Assn. of Broadcast Engineers & Technicians (CIO), Cecil E. Smith, manager-chief engineer of KUOA Siloam Springs, Ark., RCA Communications Inc., Lake Carriers Assn., American Merchant Marine Institute and a number of amateurs and "ham" clubs. Other amateurs, however, questioned the proposals in part or in whole.

Friends Committee on National Legislation (Quaker group) urged FCC not to adopt the rules without a full scale hearing as the rules may constitute a "stringent and unnecessary curb on the freedom of expression."

Conference of American Maritime Unions noted extensive security provisions already are in force by other agencies covering seamen and urged withdrawal of the proposals or an order for public hearing.

American Communication Assn. attacked the proposals as applying for the first time a "political test" to the 800,000 persons who hold licenses. ACA contended "serious questions of statutory and constitutional authority are raised."

American Civil Liberties Union pointed out the "loyalty oath" would not deter espionage agents from using radio facilities and "the minimal contributions the oath would make to security must be weighed along with its infringements on civil liberties." The risks to civil liberties are so great, ACLU said, that the proposals should not be adopted.

Pacifica Foundation, operator of KPFA (FM) Berkeley, Calif., "the listener sponsored station," rejected the proposals as "unconstitutional and an unwarranted extension of regulatory power." KPFA held the proposals violate the Communications Act's ban on FCC's power to censor or interfere with free speech in radio.

Pointing to the fact that in America "the right to control one's own business and property and the right to hold one's own religious and political opinions" have always been fundamental, KPFA concluded that "subject to the professional and technical standards of the Commission, Pacifica Foundation . . . stands by its right to select and employ engineers and operators of its own choice, based solely on their professional competence, and not subject to discriminatory and irrelevant tests of opinion."

First Tall Tower Report To Be Submitted Aug. 16

DRAFT of a report recommending the improvement of existing tall tower lighting and marking standards, now being written by a subcommittee of the special study group of the Washington Air Coordinating Committee [B•T, July 5], will be submitted to the members of the working committee Aug. 16, it was learned last week.

If approved then, it was explained, the report will be submitted to members and associate members of the full committee Aug. 23.

The report, which is considered as winding up the first phase of the study, is based on consideration of the hazards to air navigation of tall towers, particularly tv structures, and supporting guy wires. It calls for the working group to take up methods of improving present lighting and marking standards, including means of identifying guy wires. At a public hearing last month, only two witnesses appeared, both seeking more stringent standards for tall structures. These were Frank B. Brady, representing the Air Transport Assn., and Col. A. B. McMullen, National Assn. of State Aviation Officials.

Hearing Rights Safeguarded by Appellate Court

IN the only two cases which have been decided by the U. S. Court of Appeals in the last 18 months involving the right of the FCC to deny petitions or protests without a hearing—the Commission has had its knuckles rapped.

The appellate court ruled in both the Zenith and Camden, Ark., cases that the Commission must give protestants a hearing if there is any possible chance they might be hurt—or, the court implied, the FCC must give much more serious consideration to the reasons for turning down such requests than it has in the past.

In the Zenith case—involving ch. 2 in Chicago—the FCC dismissed that company's application on the ground it had not participated in the allocation proceeding or in the renewal and transfer hearings regarding the then WBKB (TV) on ch. 4. Zenith appealed to the court, based its case on the law which forbids the Commission to deny an application without a hearing.

The court held that Zenith was right. Zenith is now engaged in a hearing with CBS (whose WBBM-TV is operating on ch. 2 in Chicago) for that frequency. The court refused to give Zenith a stay against WBBM-TV's move from ch. 4 to ch. 2, but permitted CBS to move its Chicago tv outlet to the lower channel temporarily pending the outcome of the Zenith litigation.

In the Camden, Ark., case, the Commission had granted the sale of KPLN in that city and denied a protest by KAMD, also operating in that city. KAMD appealed, and the court in a decision two weeks ago said it was obvious that both stations were competitive and that KAMD had claimed economic injury which "was sufficient to identify it as a party in interest." A hearing on KAMD's protest is required, the court said.

IN the only other case, which has moved through the court, the Commission itself backed out of defeating its position in turning down a protest. WGRD Grand Rapids protested the grant of Muskegon, Mich., ch. 35 to WTVM (TV). After the Commission denied its protest, WGRD appealed and asked for a stay. The stay was denied, but immediately thereafter, after the Justice Department refused to accept the Commission's reasoning that WGRD was not a party in interest, the Commission asked the court to remand the case for a hearing.

In seeking a stay order from the courts, appellants must convince the judges that they will suffer real harm if the action they are contesting is allowed to go into effect immediately, that the public will not suffer if a stay is granted, and that there is a good possibility they may win their case.

Although the granting of a stay does not indicate the outcome of the final decision on a case, it does mean that there may be some merit to it. Therefore, the court's actions in requests for stays might be considered a straw in the wind.

In the St. Louis ch. 11 case, KSTM-TV, an existing uhf station on ch. 36 in that market, applied for that vhf wavelength. The Commission refused to accept the application on the ground that it could not file for a new facility in the same city in which it held a grant. The court granted the request for a stay, but gave the FCC alternatives which permitted the ch. 11 hearing to commence with one of the issues the right of KSTM-TV to have its application accepted.

In the Spartanburg, S. C., case, the Commission granted WSPA-TV on ch. 7 there the right to move its transmitter location to a site nearer Greenville, S. C. The first authorization was temporary. This was protested by uhf stations WAIM-TV Anderson, S. C., and WGVL (TV) Greenville. The court granted the stay. The Commission then granted the Spartanburg station a permanent modification of its CP to locate its transmitter near Greenville. Again the uhf stations protested, and again the court granted the stay.

ON the other hand, and just to ensure that nobody gets any idea that any and all requests for stays will be granted, the court has denied stays to (1) ch. 54 WTVI (TV) Belleville, Ill. (St. Louis) whose application to change to ch. 4 was refused by the Commission on the ground that it was filed after the 30-day "umbrella" provision; (2) to uhf WCAN-TV Milwaukee against the Commission's allocation of ch. 6 to Whitefish Bay, Wis.; (3) to KOA Denver which is battling the FCC's grant of frequency change and power boost to KOAT Albuquerque, and (4) to WSAY Rochester, N. Y., which sought an impounding of profits of share time tv stations WHEC-TV and WVET-TV in that city.

The 30-day rule is an FCC regulation which prohibits the filing of a competing application less than 30 days before the hearing begins. It is designed to serve as a cutoff date so that applicants can go to hearing with certain knowledge of who their competitors are. This "umbrella" was extended to 60 days in the Commission's new hearing procedures issued two weeks ago [B•T, July 19].

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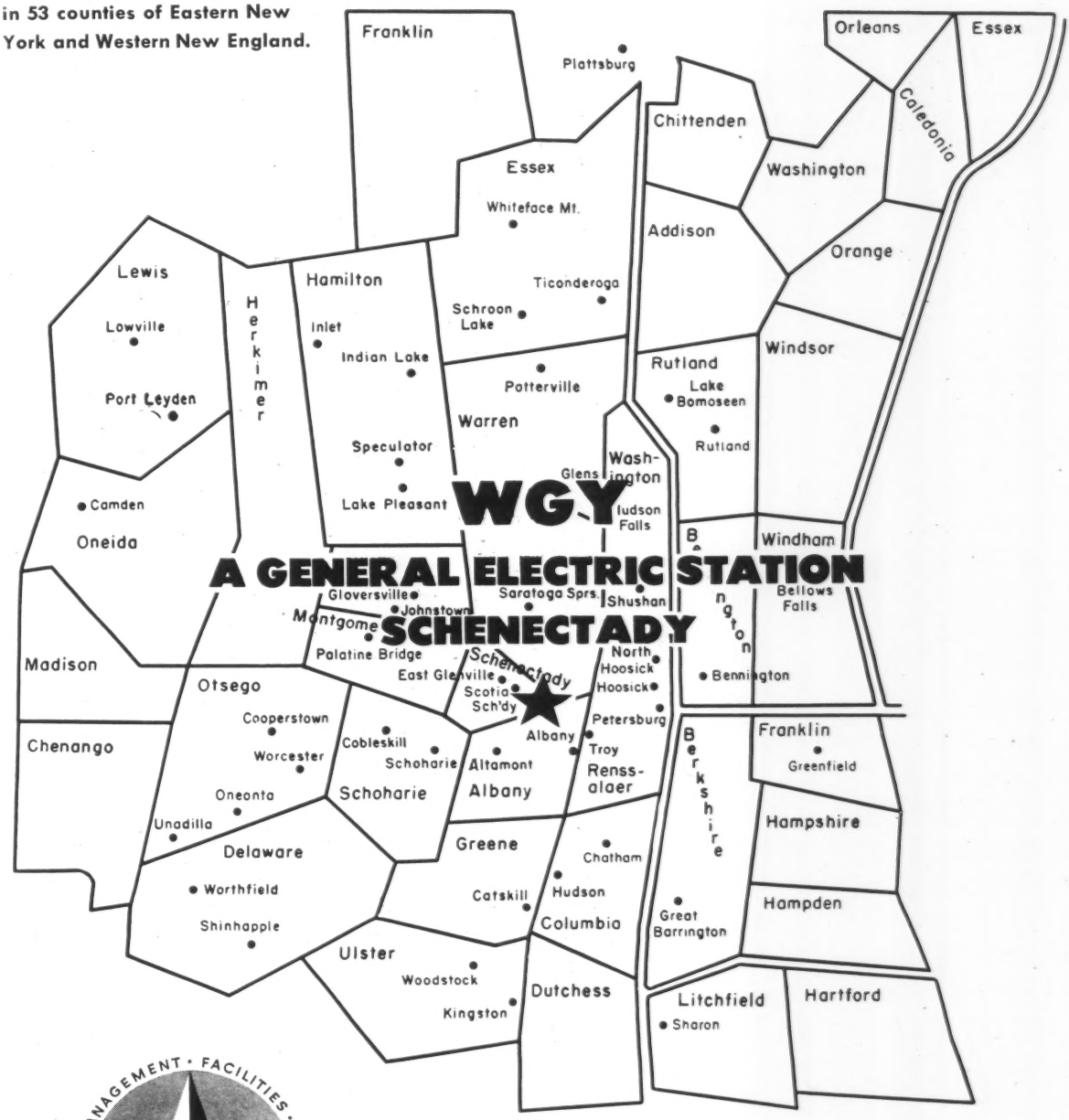

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SCHARFELD QUESTIONS HEARING METHODS

New procedures of FCC doubted by chairman of ABA committee on communications.

GRAVE doubts that the FCC's new hearing procedures [B•T, July 19] will work out satisfactorily were expressed last week by Arthur W. Scharfeld, chairman of the Committee on Communications, Administrative Law Section, American Bar Assn.

MR. SCHARFELD

In a last minute supplement to his 31-page yearly report, Mr. Scharfeld, senior member of the Washington law firm of Scharfeld, Jones & Baron, termed certain factors in the new hearing methods "a retreat to a position further back than that taken prior to the establishment of the points of reliance system." He said that the new rules do not meet the full requirements of Sec. 309 of the Communications Act or the aim of the President's Conference on Administrative Procedure.

The FCC's new hearing procedures call for a written affirmative case and eliminate the "points of reliance" requirement which has caused a lot of contention.

In discussing the new written presentation for direct examination, Mr. Scharfeld called attention to the Commission's qualification that oral examination will be permitted to "explain" the direct testimony. This, Mr. Scharfeld contended, is a loophole which will cause contests on what is an "explanation" as against its "amplification." The Commission specifically ruled out oral "amplification" of written presentations.

Written presentations, Mr. Scharfeld said, resulted in the loss of the creditability factor and the appearance and presentation judgments possible only with personal testimony. It could result, he said, in "canned" testimony and the substitution of literary talent for knowledge of the principals.

Mr. Scharfeld also felt that the lack of a requirement for specification and particularization in advance of hearings will permit surprise testimony "with consequent unfairness as well as delays . . ."

The bulk of Mr. Scharfeld's report is a discussion of Commission actions during the past year, with significant emphasis on purported inconsistencies.

The Commission has gone too far in permitting competing media to become "parties in interest" in protest cases, Mr. Scharfeld said. He also said the Commission has been inconsistent in granting standing as a protestant to one party who did not meet the requirements of spelling out the facts and charges relied on with specificity, yet denying it to another party which did meet that criterion. Mr. Scharfeld also questioned the legality of oral argument on protests rather than full "evidentiary" hearings. Maybe the Commission is seeking to minimize the impact of a protest on the early establishment of tv service, Mr. Scharfeld suggested, and then added:

"To minimize, however, is also to nullify; what Congress giveth, the Commission taketh away."

Sponsor Apologizes

CAPITAL Transit Co., Washington, D. C., which sponsored news commentator Drew Pearson on WTOP-TV Washington, has apologized to Sens. Styles Bridges (R-N. H.) and Herman Welker (R-Idaho) for statements made about the two Senators during Mr. Pearson's June 20 telecast. Letters of apology from the firm's president, J. A. B. Broadwater, placed in the *Congressional Record* last week by Sen. Barry M. Goldwater (R-Ariz.), said Mr. Pearson's statements did not reflect the views of Capital Transit and that the firm does not intend to renew its contract with the Washington commentator.

EDUCATIONAL TV GRANTED AT TULSA

THE 32nd noncommercial educational tv grant was issued by the FCC last week to Oklahoma Educational Tv Authority for vhf ch. 11 at Tulsa. This is the second noncommercial educational grant in as many weeks.

The new tv station will operate with effective radiated power of 75.9 kw visual and 45.7 kw aural with antenna height above average terrain of 1,270 ft. The application disclosed that the grantee proposes to lease its transmitter site from vhf ch. 6 KOTV (TV) Tulsa.

Foundation Quiz Under New Attack

A SPECIAL House Committee which has ground to a stop in its investigations of tax-exempt foundations ran into new criticism that the special group itself be investigated.

Rep. Jacob K. Javits (R-N. Y.) last week proposed that the House Rules Committee investigate the special group headed by Rep. Carroll Reece (R-Tenn.) Rep. Reece has charged the Ford Foundation, which finances the Tv-Radio Workshop, of appropriating $15 million "to 'investigate' the investigating powers of Congress." Mr. Reece's committee also had been considering taking testimony from the H. L. Hunt-financed Facts Forum, producer of several radio-tv shows [B•T, June 7, May 31, 17]. The committee ended its public hearings after a series of stormy sessions.

If Rep. Javits' proposal is approved, it would call on the Rules Committee to recommend probing the Reece Committee.

Meanwhile, a proposal by Sen. Pat McCarran (D-Nev.) affecting foundations was killed last week by a Senate and House joint conference committee.

Sen. McCarran's amendment adopted July 1 as an amendment to the omnibus tax reform bill, would have ended the tax-free status of foundations which contributed to "subversive" organizations or their members.

Foundations had argued that inadvertent violations of this ban could not have been avoided.

Paul G. Hoffman, board chairman of the Fund for the Republic Inc., set up as a separate operation by the Ford Foundation and against which Rep. Reece's remarks were directed, last week denied the charges saying the Fund is completely independent of the Ford Foundation.

Ex-Sen. Moody Dies; Was Radio-Tv Moderator

FORMER radio-tv forum moderator and ex-U. S. Senator Blair Moody, Michigan Democrat, died last Wednesday at University Hospital, Ann Arbor, Mich. He was 52. Mr. Moody, who was to resume his campaign for the Democratic senatorial nomination, planned to run against Sen. Homer E. Ferguson (R-Mich.) in November. Only a few hours before his death, Mr. Moody's campaign headquarters had issued a statement reporting he was recuperating from an attack of virus pneumonia.

Before being appointed in 1951 to the Senate by Gov. G. Mennen Williams, to fill the unexpired term of the late Sen. Arthur H. Vandenberg, Mr. Moody moderated for six years a radio-tv program, *Meet Your Congress*. He was Washington correspondent for the *Detroit News* for 18 years before entering the Senate. He was defeated in 1952 for election to the Senate in his own right by Charles E. Potter (R-Mich.), then a House member and currently chairman of the Senate Communications Subcommittee. Mr. Moody held a 10% minority interest in Independent Tv Inc., applicant for a tv ch. 6 outlet at Whitefish Bay, Wis. He also was 14% stockholder in Independent Newspapers Co. and 10% in Leader Newspapers Inc.

Fetzer Answers FCC On Lincoln Transfer

TRANSFER of ch. 12 facilities of KOLN-TV Lincoln, Neb., from John E. Fetzer interests to a trustee, with eventual operation by the U. of Nebraska, does not involve violation of FCC's duopoly rule, the Commission has been informed in letters answering FCC's McFarland letter indicating a hearing on the bid may be necessary [B•T, May 17, March 29].

Mr. Fetzer, whose purchase of ch. 10 KFOR-TV Lincoln was approved by FCC upon disposition of the ch. 12 facilities, told the Commission the purpose of first transferring the ch. 12 facilities to a trustee was to expedite a switch of KOLN-TV to ch. 10 since the university was not prepared to assume direct ownership at this time.

He indicated that although his firm will provide for operation of the transmitter and supply studio facilities and other services, actual programming functions and responsibility will be assumed by the trustee in cooperation with the U. of Nebraska. Mr. Fetzer said he would not permit himself to be put in any position to influence policy or programming.

His explanation was affirmed by the trustee, Byron J. Dunn, a local banker, and by Clifford M. Hardin, chancellor of the school. Mr. Hardin wrote FCC that the school's board of regents has approved appointment of a television committee to consult and cooperate with Mr. Dunn in program operation of the station, providing student and faculty services as well as other school facilities.

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House Unit Hits Air Force On RCA Radio Contract

THE Air Force last week came under fire from a House subcommittee which charged it with contracting with RCA for some $100 million in radio equipment which the congressmen said has proved unsatisfactory.

In a House Military Operations subcommittee report released by Rep. R. Walter Riehlman (R-N. Y.), the Air Force was criticized sharply for ordering in large quantities long-range sending and receiving sets (transceivers) for aircraft, before the equipment had been "completely developed or tested."

The report was approved by the full House Government Operations Committee.

The subcommittee said the Air Force in December 1950 ordered 307 of the transceivers from RCA, later increasing the contract to 3,900 sets for an estimated $54 million. A second contract for 1,843 sets plus test equipment at a cost of $38 million was awarded in April 1953, despite serious and obvious defects in the sets, the report said. The latter contract was cancelled three weeks ago.

Some 790 sets had been delivered by last June 30, the report said. The subcommittee charged "complete reliance" by the Air Force on the unproven model and said at times during the Korean crisis numerous aircraft were without long-range equipment. The Air Force now is using substitute equipment, the report said.

RCA officials in New York declined comment except to refer to a section of the subcommittee report which said "there was no evidence reflecting upon RCA's integrity or upon its good faith in its effort to solve these difficult engineering problems."

Commission Approves Sales Of Five Station Properties

SALES of WHAR Clarksburg, W. Va.; WKYR Keyser, W. Va.; KLIL Estherville, Iowa; WKAI Macomb, Ill., and WHYN-AM-FM-TV Springfield, Mass., received FCC approval last week.

WHAR and WKYR were purchased by Robert K. Richards, NARTB administrative vice president, and Walter Patterson, former general manager of WKHM Jackson, Mich. Each will be one-half owner of the stations. Sale price of the WHAR facility was $90,000, while WKYR exchanged hands for $45,000 [B•T, May 24].

Mr. Richards is planning to start a public relations practice in Washington Oct. 1.

In another two-station sale approved last week, WKAI and KLIL were sold to Dr. Edward Schons and William E. Schons. WKAI was sold by the Macomb Broadcasting Co. for $22,028. Consideration for the KLIL facility was $19,000. Messrs. Edward and William E. Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., make the purchase as 50% owners each.

In Springfield, 50% interest in WHYN-AM-FM-TV was sold to Republican Television Inc. for $250,000. Republican Tv Inc. is owned by employe pension funds of the *Springfield Daily News, Republican* and *Union*. Remaining WHYN principals own the *Holyoke Transcript* and *North Adams* (Mass.) *Transcript* [B•T, March 8].

GOVERNMENT PEOPLE

Bob F. Allison, director of newsreel dept., KTTV (TV) Hollywood, on leave of absence to head television production for Republican National Committee in Washington.

George E. Sterling, FCC Commissioner, vacationing at Maine home through end of month.

KWTV (TV) CHARGES 'FOUL' IN ROW WITH OKLAHOMA CITY RIVAL WKY-TV

KWTV says its competitor violated confidential information, showed lack of ethics. WKY-TV says the charges are naive and unfounded.

AN INTRA-VHF controversy developed last week as an aftermath of the Senate uhf inquiry [B•T, June 7, *et seq*] when Edgar T. Bell, general manager of KWTV (TV) Oklahoma City, complained that WKY-TV there had unfairly used information supplied, on request, to the joint vhf industry committee that took part in the Potter hearing.

Mr. Bell notified members of the vhf committee that he felt a "complete lack of ethics and a violation of confidence" existed in the use of KWTV's information by WKY-TV.

In reply, Hoyt Andres, assistant station manager of WKY-TV, told B•T the Bell charges were "naive and unfounded" and that the information was a matter of public record.

Two members of the informal vhf committee —Paul R. Bartlett, KFRE Fresno, Calif., a tv applicant, and Hugh Halff, WOAI-TV San Antonio—criticized competitive use of the KWTV data in reply to B•T requests for comment.

Mr. Bell's July 17 letter to members of the vhf group said the incident pointed up "reluctance of individual stations to cooperate in industry projects." He enclosed photostats of wires and correspondence relative to the Senate hearings.

He recalled that a May 28 telegram from the vhf group sought data about set circulation, program resources, economic support and financial matters. Pierson & Ball, Washington attorneys, represented the vhf group. The KWTV letter, he continued, outlined difficulties at the time the station first went on the air, including the set adjustment problem in a market that had only one station for several years.

KWTV (TV) Oklahoma City General Manager Edgar T. Bell (l) and Brooke Loring, station's personality, seem none the worse from their 560-ft. on-the-air inspection of the station's partially-completed 1,572-foot tower. The trip was made by way of the cable-elevated cage (rear) during the *Brooke Loring at Home* show with a microphone carried in the cage and tv camera shots made on the ground with a telephoto lens. With them is Roy Mizell, construction superintendent, who rode atop the cage.

At this point Mr. Bell charged competitive use of his material. "The final inclosure," he wrote, "a copy of a memorandum 'To All Katz Associates', signed by John Haberlan of WKY-TV, is the result of your request to me, and my provision of information requested for the overall good of the industry. Aside from the fact that the portion of my letter which is quoted is taken out of context, it is my opinion Mr. Haberlan's letter displays a complete lack of ethics and a violation of confidence.

"We understand, of course, that anything introduced in a hearing such as this is public property. We are quite concerned, however, about the propriety of an industry committee asking information of an industry nature from stations and then allowing a member of the committee to use portions of such information for competitive purposes. Especially is this true, when the information referred to existed during the first 30 to 60 days of our operation and is not of a current nature. . . ."

KWTV Complaint

Mr. Bell's complaint included a photostat of a letter "To All Katz Sales Associates" under the WKY-TV letterhead and dated June 21. After observing that P. A. Sugg of WKY-TV had just returned from the Potter hearings, the letter over Mr. Haberlan's signature said:

"We suggest you use the following factual excerpts from Edgar T. Bell's letter on all competitive problems:

" 'KWTV found with the operation of ch. 4, during the four years prior to our ch. 9, made a problem for many viewers in our Class B and fringe areas. These people had all installed low-band ch. 4 antennas. We will meet this situation again when we start our operation from our 1,572-foot tower. In other words, thousands of television set owners have found for the best reception in the outlying areas, that the installation of a ch. 9, or high-band antenna, or the installation of an all-service antenna, is advisable for the best reception'."

The photostat of the WKY-TV letter included this sentence: "Here is a frank statement, with pertinent confession underlined, from the general manager of KWTV that says they're presently encountering antenna problems in their Class B area. . . ."

Mr. Andres' statement to B•T of the WKY-TV position follows:

"Mr. Bell's implication that Mr. Sugg made unethical use of his station's data is both naive and unfounded. In the first place the vhf group, as the original telegram states, was informal and unorganized. Mr. Sugg had no more stature or responsibility in this group than did Mr. Bell or any other station operators.

"The telegram particularly requested information with respect to set circulation, program resources, economic support and a statement on money risked and losses incurred. Mr. Bell's statement went beyond this and included admission of difficulties in respect to low-band and high-band antennas. . . . It seems curious that he (Mr. Bell) should expect to submit to a Senate subcommittee information which promptly became public record available to

....The Measure of a GREAT NEW ENGLAND Radio Station

MANAGEMENT

WTAG was Central New England's first radio station. Through 30 years of successful operation, it has maintained its "first" position.

Managerial reponsibilities today include direction of a staff of 60 people—with active participation not only in its own field, but in the local affairs of civic, social and business groups.

WTAG is associated with the *Worcester Telegram* and *The Evening Gazette;* it is a Basic CBS affiliate.

PUBLIC SERVICE

WTAG is unsurpassed in the areas of public service which are of proven value to Central New Englanders.

Over 6,000 station breaks and nearly 400 hours of community promotion are provided annually by WTAG.

A full-time Community Service Director plans and produces material covering worthy subjects and is available for liaison work in community projects.

FACILITIES

With power — 5,000 watts — and frequency — 580 kilocycles, WTAG has the right combination for blanketing the Central New England area. It has separate FM and AM transmitting stations in ideal locations.

A modern, completely equipped mobile unit provides on-the-spot production.

Its main office is in the central business section of Worcester, with three studios, and facilities for tape recording and transcribing. WTAG is technically self-sufficient, with an auxiliary transmitter and standby generators.

WTAG
WORCESTER
MASSACHUSETTS

MARKET

Diversification and stability through industrial expansion, agricultural prominence, cultural and social activity make Central New England a prosperous area.

Worcester, third largest New England city, is the focal point of this 19th U.S. industrial area, with consistently high retail sales — now $1,087,596,296.

The facilities of a WTAG market research analyst are at your service.

Only WTAG represents the fullest potential in the self-contained, responsive market that is Central New England.

PROGRAMMING

Central New England's population of 1,029,110 is unusually diversified in its living and work habits. They like programs with local flavor, and WTAG provides them, with nearly half of its weekly 122 broadcast hours locally produced.

To personalize these programs, WTAG has men and women specialists of long-established popularity in women's affairs, sports, classical and popular music, agriculture, cooking, civic affairs, children's interests.

Four experienced newsmen devote full time to news coverage, with access to material from the AP and 200 correspondents of the *Worcester Telegram* and *The Evening Gazette.*

A program publicity director rounds out WTAG's excellent program facilities.

MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE • MARKET

Measure of a great Radio Station

Represented by

THE HENRY I. CHRISTAL CO., INC.

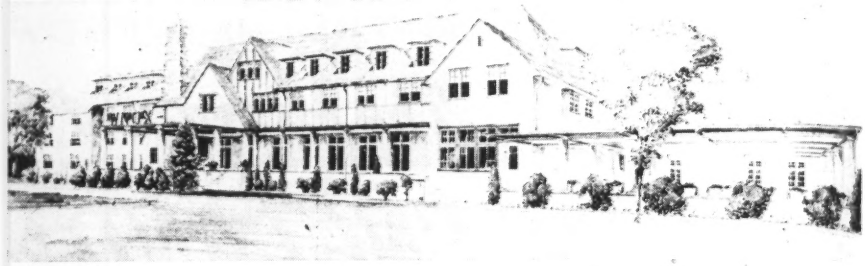
NEW YORK, BOSTON, CHICAGO, DETROIT, SAN FRANCISCO

the trade press, the tv industry and public at large, and yet have this information at the same time remain a guarded competitive secret.

"Mr. Bell has made extensive use of data which WKY-TV submitted to the FCC. Since such information is likewise a matter of public record WKY-TV has not attempted to imply unethical behavior on Mr. Bell's part because of his conversion of public records to competitive use.

"The copy of Mr. Bell's letter was obtained in Washington through the same channels available to the press and public at large. To imply that Mr. Sugg used an informal industry group to obtain material of a competitive nature which was not at the same time available to any other person merely for the asking is an attempt on Mr. Bell's part to make amends for a carelessly prepared statement. In the many instances of industrywide cooperation in the solution of common problems no one has ever proposed that a 'cease-fire' agreement on competition be a qualification for participation. There is no justification for the contention that the public at large should have an opportunity to read of Mr. Bell's competitive disadvantages in this market while WKY-TV should be compelled to look the other way. WKY-TV likewise submitted a statement to the Potter committee with the full knowledge that it would become a matter of public record, and available to Mr. Bell. With such practical knowledge, our statement confined itself to matters useful in the overall industry consideration. Had we specifically outlined data useful to Mr. Bell in a competitive situation we would have expected prompt and extensive use of it by him."

Members of the vhf committee were asked by B•T for their comments on the charges by Mr. Bell. Two comments had been received at press time. Mr. Bartlett said, "I believe WKY-TV action highly improper and completely unconscionable." Mr. Halff said, "Roy Cohn resigned—how about John Haberlan?"



NEW HOME of 33-year-old WNOX Knoxville will be this famous East Tennessee landmark, the former Whittle Springs Hotel, which the station purchased last February. The main building, with 60,000 sq. ft. of floor space, will house all WNOX studios and offices. It will be occupied as soon as remodeling is completed. A new 1,200-seat, 13,500 sq. ft. studio-auditorium will adjoin the main building. Six acres also will provide a recreation area, parking facilities, and a small model farm.

WKNX-TV Plans Power Boost

WKNX-TV Saginaw, Mich., will boost power from 19.6 kw to 207 kw about Sept. 1, Howard W. Wolfe, station manager and secretary-treasurer, announced last fortnight. The power increase will mean that uhf sets in Saginaw and perhaps Bay City, Mich., may receive the ch. 57 signal without outside antennas, Mr. Wolfe noted.

WQXR to Revise Rates, Primarily on Spots, Breaks

INTRODUCTION of a new rate card by WQXR New York, effective Sept. 1, has been announced by Norman S. McGee, vice president in charge of sales. He said the new rates apply to spot announcements and station breaks, both daytime and evening, and that announcements on Sunday afternoon hereafter will be at the evening rate, rather than the daytime cost.

New rates will provide for increase on one-time spot announcements by 10% at night and 20% daytime; station breaks, average of 15% at night and 18% daytime. Advertisers now using the station and others who sign up before Sept. 1 will be protected at the old rates to Aug. 31, 1955, as long as the advertising is continuous. Mr. McGee noted that no change has been made in rates for program periods, and none is contemplated until WQXR is operating with 50 kw early in 1955.

HAPPILY examining reception reports after KCMC-TV Texarkana, Tex.-Ark., increased its power from 25 kw to 100 kw are (l to r): Mayor A. P. Miller of Texarkana, Tex.; Walter M. Windsor, WCMC-TV general manager, and Mayor Haskell Hay of Texarkana, Ark. The mayors helped divide the mail among the four states served by the ch. 6 station (Arkansas, Louisiana, Oklahoma, Texas). Prizes were awarded to viewers from each state following a drawing.

BMI TV CLINICS

NEW YORK (Hotel Biltmore) Monday & Tuesday AUGUST 2 & 3

CHICAGO (Hotel Sheraton) Thursday & Friday AUGUST 5 & 6

LOS ANGELES (Hotel Statler) Monday & Tuesday AUGUST 9 & 10

The BMI TV CLINICS are open to managers and personnel of all BMI-licensed stations. THERE IS NO REGISTRATION FEE—but please enroll your staff in advance. Allied industry personnel invited to attend.

Every Important Phase of TV Will Be Thoroughly Covered

BRASS TACKS OF LOCAL PRODUCTION
FILM BUYING AND PROGRAMMING
PUBLIC SERVICE AND ALLIED SUBJECTS
LOW-COST LOCAL PROGRAMMING
TV FILM CLEARANCE
LOCAL TV NEWS AND SPECIAL EVENTS
OPERATING FOR PROFIT
CAMERA TECHNIQUES — ART SCENIC EFFECTS, ETC.
LOW-COST MUSIC PROGRAMMING

(Plus discussions, open forums and bull sessions)

Sixteen prominent TV men will participate in each Clinic as speakers and Clinic Chairmen.

BROADCAST MUSIC, Inc.
589 FIFTH AVENUE, NEW YORK 17, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

KNX NEWS IS GOOD NEWS IN LOS ANGELES!

Twelve of the thirteen top-rated daytime Los Angeles radio programs (according to Pulse) are *KNX* programs!

Six of the twelve are KNX *news* programs!

Five of the six are KNX *locally produced* news programs!

And these five quarter-hour local KNX news strips command an average rating of 5.6... deliver an average of 238,670 in-and-out-of-home listeners per quarter-hour every day!

For details about top-rated news programs on the most listened-to station in Southern California, call KNX or CBS Radio Spot Sales.

CBS OWNED • LOS ANGELES • 50,000 WATTS KNX

Sources on request

CBS STATIONS OFFER 'SUPERMARKETING'

A large-scale spot merchandising plan is offered food advertisers by eight radio outlets.

SUPERMARKETING, a plan of radio advertising backed up by point-of-purchase displays in cooperating retail grocery stores, is being offered food advertisers by eight major-market CBS stations (all represented by CBS Radio Spot Sales). Six stations are immediately available under the Supermarketing plan—KCBS San Francisco, KMOX St. Louis, WBBM Chicago, WBT Charlotte, WCBS New York and WEEI Boston. The other two—KNX Los Angeles and WMBR Jacksonville—will be included by the end of August.

The plan, as described in a CBS Radio Spot Sales brochure, works like this: "Once during each 13-week cycle on the air a Supermarketing advertiser is eligible for one full week's special display in all participating stores. The types of display vary according to the store. Some stores contribute free space in handbills and tie-in newspaper advertising."

To qualify for this service, each advertiser must spend a stipulated weekly minimum with the station concerned and must spend this sum to advertise a single product. "A soap manufacturer spending $750 for a detergent and $750 for a shampoo could not combine its expenditures to qualify either product for Supermarketing," the brochure explains. Only exceptions would be products so closely allied as not to have individual advertising budgets, such as macaroni and spaghetti or ginger ale and club soda. Even those exceptions must be cleared by the station in advance.

Advertisers participating in Supermarketing may use programs, announcements or station breaks and in any combination the sponsors desire. Step-by-step description of how the plan operates is given as follows:

"1. As soon as client interest in Supermarketing is expressed, the station's merchandising department conducts a thorough check of each chain to determine product acceptability and the approximate extent of co-operation to be expected.

"2. When the order is placed, a 'plans' meeting is held with the client and agency to discuss: (a) in-store displays (b) point-of-sale promotion material (c) client preference for dates of in-store promotions (d) newspaper and handbill support from chains (e) use of station personalities for sales meetings and in-store personal appearances (f) development of station brochure for clients' sales force.

"3. A meeting is scheduled with the clients' sales force, or broker, or sales representatives to acquaint them fully with the mechanics of Supermarketing and to discuss any pertinent sales problems. Also determined at this meeting is exactly which salesman will contact each chain with the station merchandising manager, to map out all the details involved.

"4. The station then contacts the chains and schedules the in-store promotions as per client's preference, and confirms these dates to the client, client's sales force, and agency.

"5. An in-person call on the chain is made by the client's sales representative and the station's merchandising man to finalize all details involved.

"6. The station secures and sends to the client and salesman copies of any pertinent bulletins issued by the chains.

"7. The stations' merchandising manager attends client's sales force meetings during the campaign to closely follow its progress and to assist on any problems which may arise.

"8. Upon completion of the campaign, the station summarizes the entire operation in a formal report to client and agency."

Different Station Plans

Participation in Supermarketing on KCBS San Francisco calls for a minimum expenditure of $525 per week (after all normal discounts) for a minimum of 13 consecutive weeks. This qualifies the advertiser for one week's promotion in 100 Purity and 30 Louis stores and two week's promotion in 146 Safeway stores, plus a full-page ad for the advertised product for each of the 13 weeks on order books sent weekly to 2,235 independent stores by four major wholesale grocers.

At KMOX St. Louis, expenditure of not less than $750 a week (after all normal discounts) for a 13-week period qualifies the advertiser for one week's promotion in 30 Food Center, 106 A&P and 164 Kroger stores.

At WBBM Chicago, a minimum expenditure of $1,250 a week (after all normal discounts) for not less than 13 consecutive weeks qualifies the advertiser for one week's promotion in 300 A&P, 260 National Tea, 170 Jewel Tea and 120 Kroger stores.

At WBT Charlotte, three Supermarketing plans are available: firm 13-week order of at least $350 a week after all discounts except that consecutive weeks discount entitles the advertiser to a merchandising display in 34 Colonial or 61 Dixie Home stores. Expenditure of $400 a week under the same conditions gives the advertiser merchandise displays in 77 A&P stores or a combination of 34 Colonial and 61 Dixie Home stores. For $450 a week, he can have displays in all 172 A&P, Colonial, and Dixie Home stores. (A&P will not accept displays for coffee, tea, gelatin desserts, fresh bakery goods or mayonnaise; Colonial will not accept coffee or bread displays.)

At WCBS New York, an expenditure of not less than $1,500 a week for not less than 13 consecutive weeks, or $19,500 during a shorter

FIRST CONTRACT for WLOS-TV Asheville, N. C., which plans to commence operation in early September, is negotiated by Bennett W. Bost (seated) of the Bost Bakery and Bradley H. Roberts, commercial manager of the ch. 13 permittee. The Bost show will be *The Cisco Kid* film series.

now ON THE AIR you can BUY CHATTANOOGA

79th Market in the Nation

Population	807,200
Households	216,500
Income	$837,833,000
Ret. Sales	$573,994,000

(SRDS Consumer Markets. A & B contour area).

90,000 Sets*

* Based on Nielsen Survey plus sales to June 1, 1954

Interconnected . . . NBC • CBS • ABC • DuM.

105,200 Watts
VHF

WDEF-TV
CHATTANOOGA
channel 12

Contact THE BRANHAM COMPANY

Everyone has something he does best . . .

. . . and chances are that the person who specializes in a *single* skill will do it far better than the one with divided interests. We can't speak for others—but, in our case, *exclusive* attention to the rendering of quality television representation attracts quality TV stations such as the leaders shown below. There is, we suggest, a potentially profitable thought for others in this continuing success.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

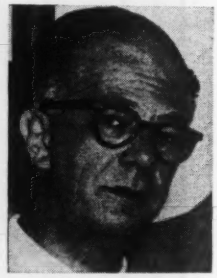
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

period, qualifies the advertiser for one week's promotion in 684 A&P, 5 Big Dollar, 57 Daitch Crystal, 10 Diamond K, 61 Dilbert's, 56 Food Fair, 133 Gristede, 15 Hills, 27 King Kullen, 57 Peter Reeves, 185 Safeway, and 20 Shopwell stores. For a $900-a-week minimum for 13 weeks, or $11,700 for a shorter time, the advertiser gets all those stores except A&P and Safeway. Expenditure figures for both plans are after all normal discounts.

At WEEI Boston an expenditure of at least $400 a week for a period of at least 13 weeks qualifies the advertiser to one week's promotion in 195 A&P and a minimum of 20 of the 68 Stop & Shop stores in the area.

HOFFMAN JOINS KLZ-AM-TV DENVER

APPOINTMENT of Phil Hoffman as station manager of KLZ-AM-TV was announced last week by President and General Manager Hugh B. Terry. Mr. Hoffman already has assumed his new duties. He moves to Denver as Mr. Terry's No. 1 executive from Albuquerque, N. M., where he was vice president of KOAT-TV. He retains a financial interest in that station.



MR. HOFFMAN

Mr. Hoffman formerly was vice president of Cowles Broadcasting Co. stations and manager of KECA-TV (now KABC-TV), ABC outlet in Los Angeles.

WWKO Ashland Plans Start

NEW Ashland, Ky., standard daytime station WWKO will go on the air Aug. 1, Ernest Sparkman, assistant manager, announced last week. States Broadcasting System, permittee of the 1420 kc, 5 kw facility, is headed by Charles F. Trivette, former Kentucky senator and applicant for a new am station at Mt. Sterling, Ky.

Covington Criticizes Lack Of Radio-Tv in Film on Ads

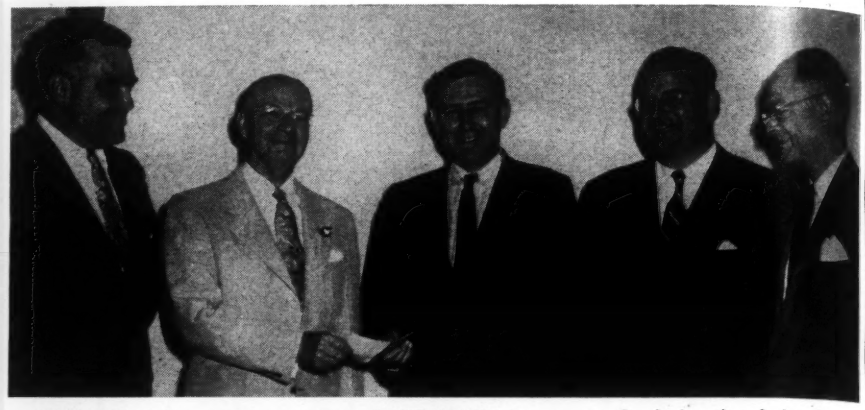
A LETTER critical of the lack of emphasis given radio-tv in "The Magic Key," a film on general advertising produced by the U. S. Chamber of Commerce, has been sent to the Chamber by J. Robert Covington, vice president of Jefferson Standard Broadcasting Co., licensee of WBT-WBTV (TV) Charlotte, N. C.

In the letter which was addressed to Paul Good, Chamber director of education, Mr. Covington said, "While numbers of ads from newspapers and magazines are given throughout the film, we never hear a radio commercial or see and hear a television commercial."

He went on to say that the only thing "the film contains about radio and television is one quick glimpse of a radio set in a living room (where someone . . . is reading a magazine) plus some split-second shots of one television show being photographed and momentary glimpses of the letters, ABC, NBC and CBS."

Mr. Covington first saw the film at a showing before the Charlotte Advertising Club. He had agreed earlier, on behalf of the stations, to pay one-fourth of the cost of a print. The remaining cost is to be picked up by the Charlotte *News, Observer* and the local Chamber of Commerce.

Mr. Covington added, ". . . I do not believe that the story of modern advertising can be told without a more complete representation of radio and television."



TIME INC. takes over operation of KLZ-AM-TV Denver as final details of the $3.5 million sale [B•T, June 28] are concluded by (l to r) Weston C. Pullen Jr. of Time Inc.; Harry Huffman, former KLZ-AM-TV board chairman and stockholder; Charles Stillman, Time Inc. executive vice president and treasurer; James A. Linen, Time Inc. vice president and publisher of *Time* magazine, and Hugh B. Terry, who remains KLZ-AM-TV president and general manager.

Gilbert Succeeds Patterson Who Teams Up With Richards

JOHN O. GILBERT II has been named vice president of Jackson Television & Broadcasting Co. and managing director of its WKHM Jackson, Mich., according to F. A. Knorr, president of WKHM, WKMH Detroit and WKMF Flint, Mich.

MR. GILBERT

Mr. Gilbert succeeds Walter Patterson, who resigned to join Robert K. Richards, NARTB administrative vice president, in ownership and operation of WHAR Clarksburg and WKYR Keyser, W. Va. Transfer of the stations to the Richards-Patterson firm was approved last week by FCC (see story page 58). Mr. Richards will open a public relations office in Washington Oct. 1, when his resignation from NARTB becomes effective.

Mr. Gilbert has been secretary and treasurer of the John O. Gilbert Chocolate Co.

GORDON RETURNS AS WNOE GEN. MGR.

BENTON PASCHALL, for the past two years vice president and general manager of WNOE New Orleans, has announced his resignation effective Sept. 1 to return to the broadcasting business in Los Angeles. He will be succeeded by James E. Gordon, who returns to a post he left two years ago. Mr. Gordon has been partner and general manager of WJMR New Orleans independent.

MR. PASCHALL MR. GORDON

Mr. Paschall formerly was vice president of Liberty Broadcasting System in Los Angeles and prior to that was in the station representation field.

WPTZ (TV) Card No. 10 Boosts Rate Structure

WPTZ (TV) Philadelphia will issue rate card No. 10, effective Aug. 1, with a Class AA hour rate of $2,500, it has been announced by Alexander W. Dannenbaum Jr., commercial manager.

The new WPTZ rate structure advances program rates in classes AA, A and B time. Announcement rates are increased in classes AA, A, B and C. There is no increase for class C and D programs, or for class D announcements.

Under provision of rate card No. 9, current advertisers who place orders before Aug. 1 will receive the benefits of that rate card until Feb. 1, 1955.

MICROPHONES AND STANDS
GATES-ATLANTA 13th & Spring Sts., N. W. Tel. Elgin 0369

*YOU MIGHT CLEAR 15′ 7¾″ *—*

BUT . . . YOU NEED WKZO-TV TO GO OVER IN IN WESTERN MICHIGAN!

GRAND RAPIDS-KALAMAZOO HOOPERS
JANUARY, 1954
SHARE-OF-TELEVISION-AUDIENCE

	MON.-FRI. 7 a.m.- 12 noon	MON.-FRI. 12 noon- 5 p.m.	SUN.-SAT. 6 p.m.- 12 midnight
WKZO-TV	80%†	85%	62%
B	31%†	15%	38%

† Adjusted to compensate for the fact that neither station was on the air all hours.

NOTE: *Sampling was distributed approximately 75% in Grand Rapids area, 25% in Kalamazoo area.*

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—serves more than 406,922 television homes in 29 Western Michigan and Northern Indiana counties. This is a far larger television market than you'll find in and around many cities two and three times as big!

January '54 Hoopers, left, credit WKZO-TV with 63.2% more *evening* viewers than the next Western Michigan station — 158.1% more *morning* viewers — 466.6% more *afternoon* viewers!

(100,000 WATTS—CHANNEL 3)

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

Summer Sales Up In WBC Campaign

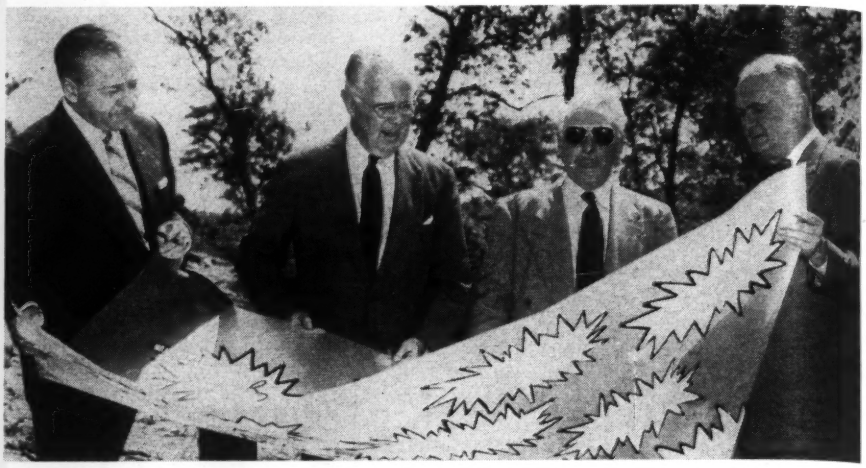
IN AN effort to prove a "summer hiatus" for selling does not exist in the radio-tv station industry, Westinghouse Broadcasting Co. is conducting a summer sales campaign at its seven stations to increase business over the summer of 1953.

A preliminary report indicates the promotional campaign is succeeding. During June, local sales at KYW Philadelphia were up 82.8% over June 1953; KDKA Pittsburgh, up 74%; WBZ Boston, up 25.2%; WOWO Fort Wayne, up 8.2%; WBZ-TV Boston, up 29.2%; WPTZ-TV Philadelphia, equal to 1953 (station is said to be "pretty well sold out as it was last summer").

To stimulate interest in its campaign, WBC is conducting a sales contest, with winners to be determined by local time sales recorded at the seven WBC stations during June, July, and August. There will be a prize for the top salesman at each station. Automobiles will be awarded at WPTZ (TV), WBZ, KYW and KDKA; $500 worth of clothes and $500 worth of sports goods at WOWO, and a $500 home freezer at KEX Portland, Ore.

WHAS-TV Raises Rates

WHAS-TV Louisville, Ky., will increase its base hourly rate from $700 to $850, effective Aug. 15, according to Neil Cline, station manager. The new rate card, No. 7, will increase the Class A one-time announcement from $140 to $170. However, this will not change participation rates in the station's *Good Living* homemakers program, now at $80, or the 6:30 p.m. news, now $200.



WCAU-TV Philadelphia officials examine a plastic sheet containing signatures of the mayors of 10 large cities which the station claims now are within its coverage area after WCAU-TV went to maximum power of 316 kw and began operating from its new 1,000-foot tower [B•T, July 12]. L to r: Charles Vanda, tv vice president; Joseph L. Tinney, executive vice president; John G. Leitch, engineering vice president, and Donald W. Thornburgh, WCAU-AM-FM-TV president-general manager.

Los Angeles Stations Ban 'Commercial' Discs

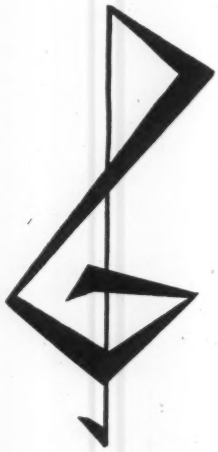
AT LEAST three Los Angeles area radio stations have banned the new Allied Records "Keep Cool" by the King Sisters and Alvino Rey Orchestra, which has been distributed nationally to disc m.c.'s as a musical number. Stations complain that the record, an expansion of the "Keep Cool with Super Coola" singing jingle theme, is "definitely" a commercial as it contains that line, repeated several times, in the lyric.

Additionally KFWB Hollywood disc m.c.'s have banned a new Cadence record, "Me Gotta Have You," by Julius LaRosa and Archie Bleyer Orchestra, for references to Halo shampoo, Adler shoes and Burma-Shave.

Station executives object that unlike others of the singing commercial type (i.e., many versions of NBC Dragnet theme; RCA Victor "Muriel," by Freddie Martin Orchestra, from Muriel Cigars singing jingle; and RCA Victor "Be Sharp March," by Boston Pops Orchestra, from Gillette Razor theme), use of advertising names in lyrics makes these records "direct plugs" subject to appropriate rates for commercial spot announcements.

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

KFYR-TV Bismarck Tower Up, Antenna Work Now Underway

THE NEW 503-foot transmitter tower of KFYR-TV Bismarck, N. D., has been completed, with installation of a 167-foot, 12-bay antenna to begin at once for operation by late August, F. E. Fitzsimonds, executive vice president, has announced.

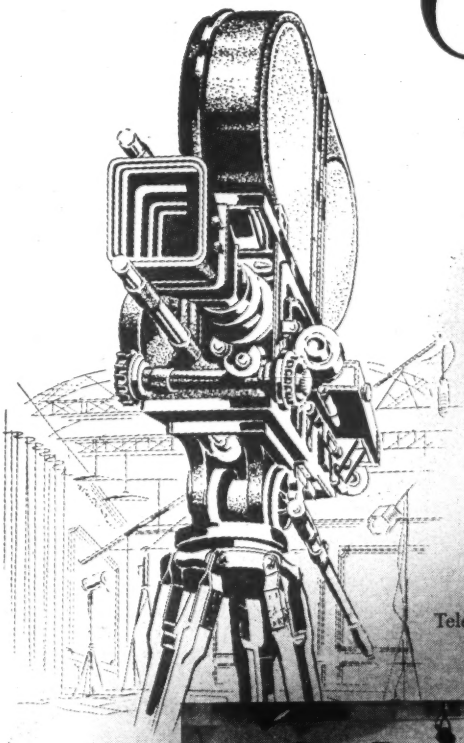
Mr. Fitzsimonds said the ch. 5 station, after the changeover, will operate on its maximum strength of 100 kw and the service area will be more than doubled. He said KFYR-TV will operate an interim transmitter during the move of its transmitter from the top of the State Capitol Building to its new site 11 miles east of Bismarck.

Robinson Resigns from WSUN

MAJ. GEORGE D. ROBINSON, for the last five years manager of city-owned WSUN-AM-TV St. Petersburg, Fla., has resigned effective Aug. 1, according to City Manager Ross E. Windom. A 16-year WSUN veteran, Maj. Robinson announced that he will continue his regular radio-tv *Major Robinson and the News* broadcast. Maj. Robinson gave as reasons for his resignation "duplicity" on the part of two station employes, lack of help from the city manager and "outside interference." A successor has not yet been named.

PROUDLY CREATED TO *Outperform!*

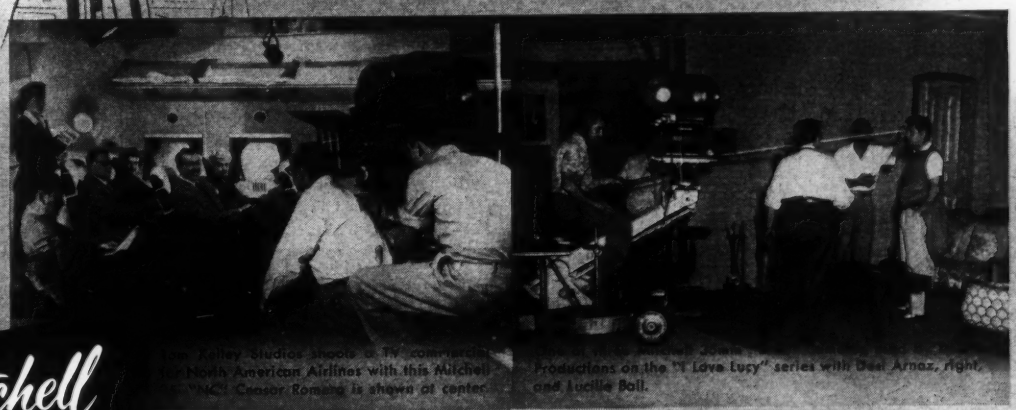
Mitchell* CAMERAS



THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.



Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

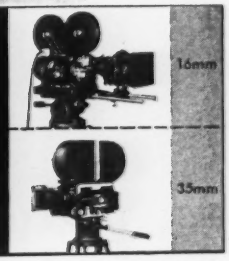
the 1 and only Mitchell

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



Kyle, Others, Purchase WRNY-AM-FM for $70,000

SALE of WRNY-AM-FM Rochester, N. Y., for approximately $70,000 by Stanley J. Bachman and brothers to a group of upstate New Yorkers comprising principals of WABY Albany, N. Y., was announced last week. Application for FCC approval will be filed soon.

The station, which began operating in 1947, broadcasts on 680 kc with 250 w, daytime only. The fm station went on the air in 1948, radiates 7.4 kw on 97.9 mc.

New owners will be David A. Kyle, Monticello, N. Y., businessman and president of WABY, 14%; Laurence Sovik, Syracuse, N. Y., attorney, 20%; Dr. Donald Corgill, physician, McKinney, Tex., 26%; Mrs. Harriet Kyle, mother of David A., 14%; George Kaufman, Rochester, N .Y., businessman, 14%, and Edward Trudeau and Toni Brady, WABY executives, 6% each. Mr. Kyle also has an interest in WNDR Syracuse.

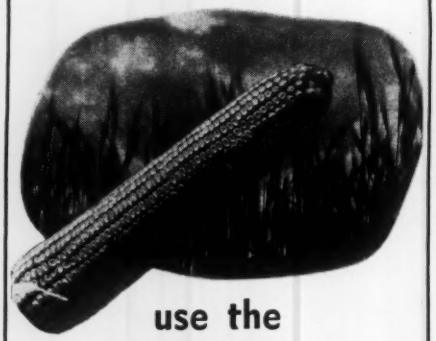
Mr. Bachman and his associates will retain their 50% interest in WRNY-TV Rochester, permittee of ch. 27 there.

New WRTI (TV) Studios To Be Completed in Fall

COMPLETION of $150,000 new studios of WTRI (TV) Albany is expected early in the fall, the station reported last week following FCC approval for switch in designation of the main studio location from Schenectady [B•T, July 12]. The ch. 35 outlet began operation in late February from its transmitter site outside Troy, N. Y.

New studios are being constructed in the former Veterans Administration building at Albany. One studio will be 50x50 ft., another 16x25 ft., equipped with a complete kitchen and permanent sets for sports, news and weather shows. Other facilities include film lab, dressing rooms, 16 offices, storage and engineering facilities. The new site is central to WTRI's market area of Albany, Schenectady and Troy, according to Richard B. Wheeler, manager.

The best way to sell the KANSAS FARM MARKET

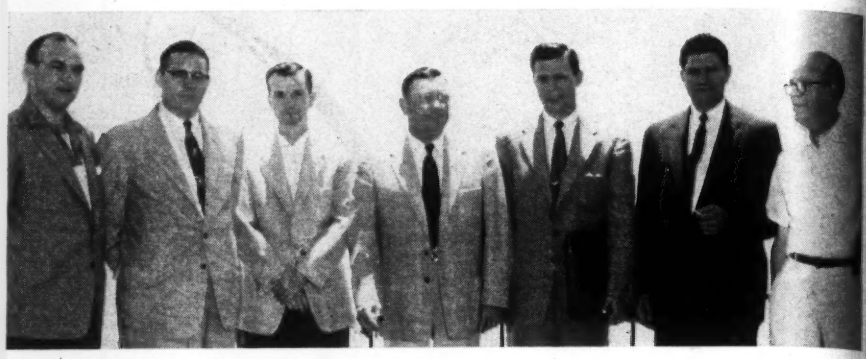


use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.



PRINCIPALS in the sale of WJBF Augusta, Ga. [B•T, July 5], were (l to r): William T. Stubblefield, Blackburn-Hamilton Co., media broker; J. B. Fuqua, president of WJBF, and of WJBF-TV, which he retains; T. J. Snowden Jr., present manager of WCPS Tarboro, N. C., and one of the new stockholders; V. E. Fountain, president of Media Inc., the purchasing group; Carl Sanders, attorney for Mr. Fuqua; Vinson Bridgers and Frank Meadows, attorney and accountant, Media Inc.

WWTV (TV) Sets Tower Plans

THE 1,282-foot tower planned by WWTV (TV) Cadillac, Mich., and delayed last fall by procurement difficulties, will be constructed this summer and fall, with completion expected about Dec. 1, the station has announced. WWTV's power also will be increased from 94.3 to 104 kw as part of the ch. 13 station's $200,000 expansion program. WWTV then will serve 41 Michigan counties with 1,286,600 population and 389,261 homes, 226,145 already equipped with tv receivers, the announcement said. The tower will be constructed by Truscon Steel Division of Republic Steel Corp.

WSMB New Orleans executives John R. O'Meallie (l), vice president-general manager, and Harold Nebe, chief engineer, prepare to throw the switch on the station's new 5 kw RCA transmitter. WSMB is undergoing an engineering overhaul, and now has a 5kw standby transmitter and a 35 kw standby generator.

KSD-TV to Drop CBS Shows

KSD-TV St. Louis, an NBC-TV primary affiliate since 1948, is dropping CBS-TV programs that the station has carried the past five years. According to the station, the action follows an interim primary affiliation July 8 with CBS by KWK-TV St. Louis. KSD-TV will continue to program CBS-TV Mon.-Fri. daytime shows until Sept. 24, and certain Saturday, Sunday and evening live programs from CBS until the current 13-week cycles are ended. Periods which the programs occupied on KSD-TV will be reassigned to local, national and other network advertisers, the station said.

WHGR Houghton Lake Starts

THE opening of 1-kw WHGR Houghton Lake, Mich., on June 30 received an enthusiastic welcome, according to the station's principals, Gordon A. Sparks, who also is manager of WEXL-WOMC (FM) Royal Oak, Mich., and his brother, Garnet C. Sparks, who is chief engineer of WEXL-WOMC. The brothers theorized that the new station was doubly welcome because of the remote location of most cottages and homes in the area and the difficulty of tuning in distant stations.

WMVT (TV) to CBS-TV

ADDITION of WMVT (TV) Burlington, Vt., as a primary affiliate of CBS-TV, effective Sept. 1, was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WMVT, on ch. 3, is owned and operated by WCAX Broadcasting Corp., with Stuart T. Martin as general manager.

REPRESENTATIVE APPOINTMENTS

WNOW-TV York, Pa., appoints Forjoe Tv as national representative.

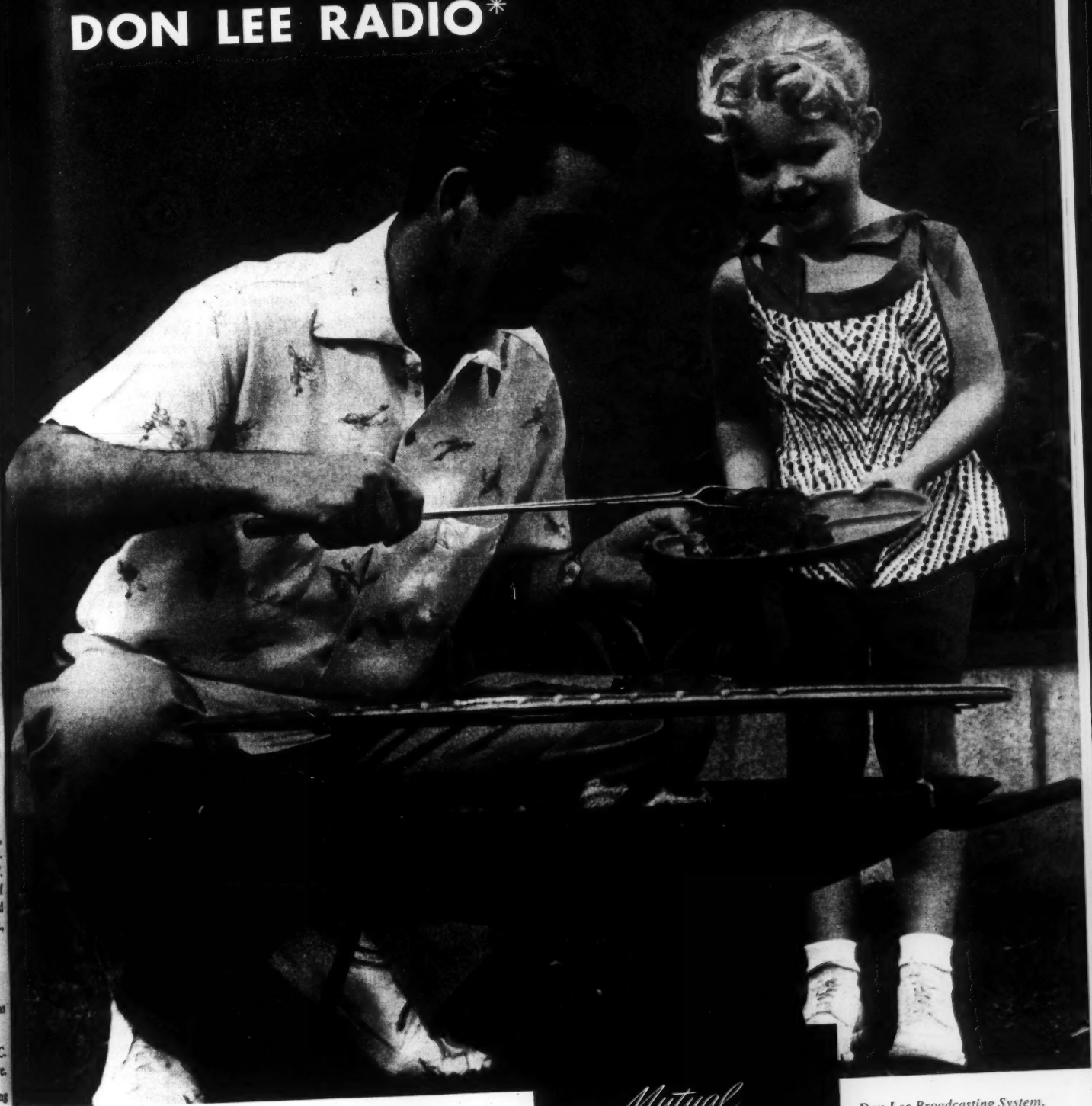
WELI New Haven, Conn., appoints R. C. Foster, Boston, as New England representative.

WTVP (TV) Decatur, Ill., appoints The Bolling Co., N. Y., as national representative.

WITV (TV) Ft. Lauderdale, Fla., appoints The Bolling Co., N. Y., as national representative.

KCRI Cedar Rapids, Iowa, appoints Gill-Perna Inc., N. Y., as national representative.

They live on the Pacific Coast...
they listen to
DON LEE RADIO*



***Don Lee IS Pacific Coast Radio**

...the only network designed to serve at the *local* level. Strong local stations in 45 important Pacific Coast markets make Don Lee the BIG network with the *local* flavor... the nation's greatest regional network.

Mutual
DON LEE
RADIO

Don Lee Broadcasting System,
Hollywood 28, California.

Represented nationally by
H-R Representatives, Inc.

DON NEWCOMBE, Brooklyn Dodgers pitcher, signs to do a weekly sports show, the *Don Newcombe Show*, on WNJR Newark, N. J. (Wednesdays, 6:45 p.m.). Approving the agreement are (l to r): seated, Mr. Newcombe; his guest, Roy Campanella, Dodger catcher; standing, Albert R. Lanphear, WNJR general manager; C. M. Conti, assistant manager; Cy Eisenberg and Bob Rawson, both of the Sherman Lawrence Advertising agency, and Robert Rosenberg, president, Union T. V. Stores, sponsor. WNJR, owned by the Rollins Broadcasting Co., programs fulltime for the Negro market.

Gusher Pays Off

SECOND ANNUAL stockholders meeting of the Special Oil Gusher Trust Fund, established by North Dakota Broadcasting Inc., was scheduled to be held last week at the Hampshire House in New York. Stockholders are people of the advertising field who were presented the oil shares by John W. Boler, president of North Dakota Broadcasting, licensee of KSJB Jamestown, KCJB-AM-TV Minot and KXJB-TV Valley City, all in North Dakota. Mr. Boler will make the annual report to the stockholders and each will receive a dividend check.

WNAM in New Quarters

THE new building of WNAM-AM-TV Neenah (Menasha, Appleton), Wis., has been completed and the radio and tv staff has moved in, the stations announced last fortnight. The new headquarters, located on a 35-acre tract named Radio and Television Park and described as midway between Appleton and Oshkosh, includes am and tv transmitters, antennas, studios and offices.

STATION SHORTS

KTNT-TV Tacoma, Wash., has changed transmitter site from 11th & Grant in that city to View Park with its antenna 1,000 feet above sea level, maximum heighth allowable under CAA regulations in middle Puget Sound area.

WPTR Albany, N. Y., will alter its format to include expanded music programming, according to newly-appointed General Manager Leo Rosen.

KBIG Avalon adds two office suites to Hollywood headquarters at 6540 Sunset Blvd., to house expanding sales and promotion department.

WSM Nashville, Tenn., calls attention to June issue of *Good Housekeeping* with article written by Nelson King, WCKY Cincinnati disc m.c. The article deals with hillbilly music and WSM's *Grand Ole Opry* program.

Formal inauguration of new **KFAC (FM)** Los Angeles transmitter on Mt. Wilson was marked by direct broadcast of opening concert of 1954 Hollywood Bowl season July 15. With aim of giving high fidelity fans truer music reception, station says its new transmitter expands fm coverage from 720 square miles to 8,300 square miles.

KNXT (TV) Hollywood starts weekly one-hour telecasts of test color bar pattern on Saturday mornings, before station's regular sign-on time.

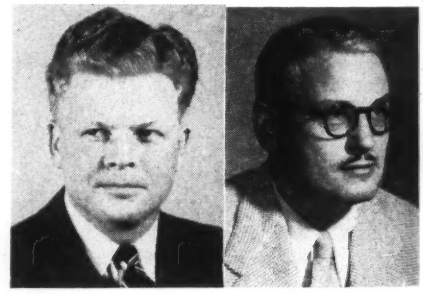
KFI, KLAC and **KFWB,** all Los Angeles, have signed with newly-organized City News Service of Los Angeles to receive local news coverage.

KTLA (TV) Hollywood adds CBMT (TV) Montreal and CHSJ-TV St. John, N.B., to current list of one Canadian, one Puerto Rican and one Alaskan station receiving weekly kinescopes of *Wrestling From Hollywood* program.

STATION PEOPLE

S. W. McCready, general manager, Eugene Television Inc., Eugene, Ore., licensee, KVAL-TV there, elected a vice president. **Harvey S. Benson** elected assistant secretary.

John M. Baldwin, vice president, Intermountain Broadcasting & Tv Corp., licensee, KDYL and KTVT (TV) Salt Lake City, named overall director of engineering operations. **Allen Gunderson,** chief engineer, KTVT, named radio-tv director of engineering.



MR. GUNDERSON MR. BALDWIN

H. Scott Killgore, director of government sales, Emerson Radio & Phonograph Corp., N. Y., resigns to become president and treasurer, Tele Broadcasters Inc., same city, and WKXL Concord, N. H., and WARE Ware, Mass.

Arthur M. Mortensen, national advertising manager, Don Lee Broadcasting System, Hollywood, to KFMB San Diego as sales manager.

Selig Seligman, coordinator of business, ABC-TV Western Div., Hollywood, to KABC-TV same city, as business manager, succeeding **Robert Forward,** resigned.

Rudolph O. Marcoux, general sales manager, WCMB Harrisburg, appointed business manager, WTWO (TV) Bangor, Me.

THE LATEST WCKY STORY

OPERATION "SELL"

No Fancy Gimmicks

No New Programs

No Blue Sky

JUST LISTENERS ALL YEAR ROUND

WCKY

Big Footsteps

RICHARD GODFREY, son of CBS' Arthur Godfrey, has decided to follow in his father's footsteps. This was revealed by Vice President Arthur Hull Hayes of KCBS San Francisco, who announced that the younger Godfrey has decided to join the KCBS staff as an apprentice. Mr. Hayes is credited with "discovering" the elder Godfrey when Mr. Hayes was manager of WABC (now WCBS) in New York some years ago.

Felix J. Didier appointed account executive, WING Dayton, Ohio.

Al Racco, sales service representative, KLAC Hollywood, named account executive.

Carter S. Knight, formerly with WTAG Worcester, Mass., to sales staff, Mt. Washington Tv Inc., Boston, licensee, WMTW (TV) Poland, Me.

Joe Wallace, publicity dept., WBAP Fort Worth, Tex., promoted to director of publicity, promotion and merchandising, WBAP-AM-FM-TV.

John I. Edwards, radio and tv program director, ABC Western Div., to KCCC-TV Sacramento, Calif., as director of programs and production.

Rosemary Garrett, KCOP (TV) Hollywood publicity-promotion staff, promoted to assistant publicity director.

Stuart A. Lindman, news director, WMIN-TV St. Paul-Minneapolis, additionally named program director.

James Harelson, program manager, WICS (TV) Springfield, Ill., to WSAU-TV Wausau, Wis., in same capacity.

T. C. Kenney, chief engineer, KDKA Pittsburgh, to sister station WBZ-TV Boston, for a month's observation of tv operation.

John Raleigh, commentator, KYW Philadelphia, appointed news director.

Starr Yelland, KOA Denver, to KLZ-AM-TV same city, as sports and special projects director.

Richard H. Roffman, New York public relations counsellor, appointed a co-producer of *Treasurama* (WOR-TV New York, Mon.-Fri., 2-2:30 p.m. EDT), with responsibility for creating panel discussion ideas and acquiring guest panelists.

George B. Burnette and **Louis E. Abbott** named producer-directors, WBTW (TV) Florence, S. C. **Whitefoord Smith Jr.** named WBTW promotion-publicity director. **John H. Brock** named sales manager, same station.

Alvin G. Pack, program operations director, KDYL Salt Lake City, to sales dept., sister station KTVT (TV) same city; **Des Barker,** formerly program director, KLIX Twin Falls, Ida., replaces Mr. Pack.

Brandon Chase, "Your Esso Reporter," WDSU-TV New Orleans, named associate news director.

Charlie Butcher to sales staff, WGBF Evansville, Ind.

Warren Spencer, chief engineer, WJNO Palm Beach, Fla., named transmitter supervisor, WJNO-TV; **John Schnurman,** engineer, NBC, N. Y., named studio supervisor; **Robert O. Gilmore,** NBC Tv Workshop graduate, named studio technician; **William C. Harris,** NBC Tv Workshop graduate, named assistant projectionist; **John Sabonis,** WTOV-TV Norfolk, Va., named transmitter and video engineer; **Charles McClaren,** sales staff, WJNO, named assistant studio engineer; and **Emil Campaine,** senior technician, WKJF-TV Pittsburgh, named general technician.

Bob Cawley, director-announcer, KPHO-TV Phoenix, Ariz., to WCHS-TV Charleston, W. Va.

L. William Barnard, disc m.c., WEEI Boston, to announcing staff, KBIG Avalon, Calif., succeeding **Bill Daniels,** resigned.

Fay Martin, formerly special feature writer for *New York Times* and previously with *Nassau* (L. I.) *Daily Review-Star,* to script dept., WHLI Hempstead, N. Y. **Allen Pine,** formerly with Getschal Co., N. Y., to announcing staff same station. **Robert Shindler,** WGCB Red Lion, Pa., to engineering staff, WHLI.

John Dalzell named to announcing staff, WOWO Fort Wayne, Ind.

Jim Evans, formerly with WOI Ames, Iowa, to farm service dept., WBAY Green Bay, Wis.

Emily Lyons, formerly with Ruthrauff & Ryan, Hollywood to WICS (TV) Springfield, Ill. **Jim Williams,** midwestern radio and stage personality, to WICS (TV) acting staff.

George Moscul, engineer, CKEY Toronto, to engineering staff, CKCO-TV Kitchener, Ont.

Gladys Lavitan, WAYS Charlotte, N. C., to WIST, same city.

Lee Carrau, Geoffrey Wade Adv., Hollywood, and **Ken Alford** to KGMB-TV Honolulu staff.

Hilde Clark, traffic secretary and assistant program director, KTUC Tucson, Ariz., to KCBS San Francisco, as sales secretary.

Jack Faulkner, program director and composer of radio-tv jingles, WTSP St. Petersburg, Fla., signs with Acuff-Rose for his first popular song.

John Pattison Williams, executive vice president, WING Dayton, Ohio, elected to Radio and Tv Advisory Group, Dayton Community Chest.

William G. Mulvey, tv program and traffic coordinator, WNHC-TV New Haven, elected vice president, New Haven Catholic Graduates Club and also to board, New Haven Junior Chamber of Commerce.

John Knight, engineer-in-charge, KNBH (TV) Hollywood, elected president, Southern California DX Club, amateur radio group specializing in long-distance foreign communication.

Warren A. Anderson, general manager, WBEL Beloit, Wis., and **Ted J. Beinart,** news director, WTVO (TV) Rockford, Ill., named vice presidents, Rockford Optimists Club.

Clair Giles, business manager, WNAX Yankton, S. D., elected president, Yankton school board.

Sam Zurich, production director, WBTV (TV) Charlotte, N. C., named chairman, radio and tv committee, 1954 Carolinas Carrousel, Thanksgiving Day parade.

William B. Caskey, vice president-general manager, WPEN Philadelphia, appointed by Mayor Joseph F. Clark to the Mayor's committee conducting "Save the Athletics" drive in that city.

SIGNING final papers to consummate transfer of WTMA-AM-FM Charleston, S. C., from Evening Post Pub. Co. to Atlantic Coast Broadcasting Corp. are (l to r) David W. Jefferies, secretary-chief engineer of Atlantic Coast; H. T. McGee, *Evening Post,* and Charles E. Smith, president-general manager of Atlantic Coast. The $85,000 sale was approved by FCC last month [B•T, June 23].

Dorothy Gardiner, KTLA (TV) Hollywood personality, named "Miss Home Handy Gal" for Los Angeles "Do-It-Yourself Show," July 23-Aug. 1.

Richard Walsh, sales executive, KFI Los Angeles, and Mary Ann Waran were married July 24.

Bill Dorais, announcer, KLX Oakland, Calif., and **Stella Bianco,** traffic manager, KCBS San Francisco, were married July 18.

Jay Barrington, sports director, WDAF-AM-TV Kansas City, father of girl, Janis Elizabeth.

Bob Schulz, disc m.c., WKBR Manchester,

Want the STATION That Gets RESULTS in the QUAD-CITY MARKET?

Jos. Schlitz Brewing Co., & Flynn Beverage Co., Distributor of Schlitz, have sponsored WHITE SOX BASEBALL on KSTT for the past THREE years.

ASK *THEM* ABOUT *RESULTS*

STUDIOS in IOWA & ILLINOIS
240,000 Metropolitan Area
10 County Primary Area

Let us tell you the story of *other* advertisers who find KSTT their best buy.

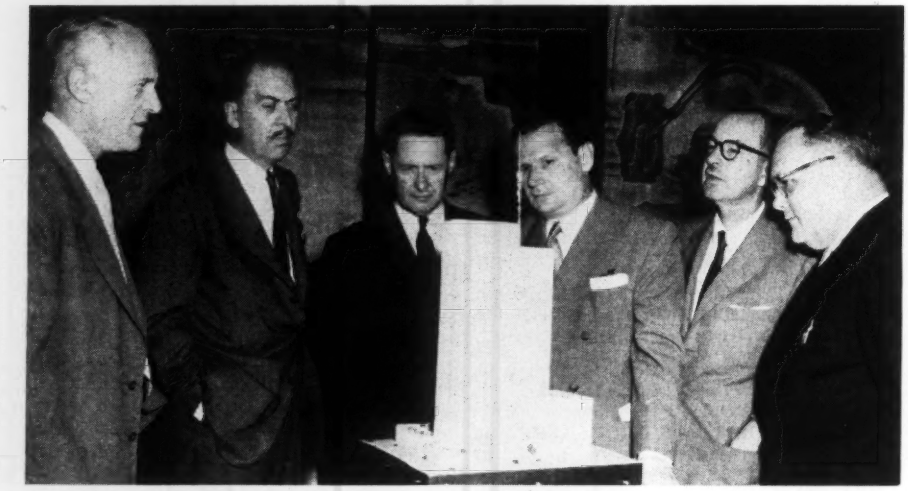
Contact us DIRECT, or SEARS-AYERS

Owned and Operated by
A. M. McGREGOR and I. F. WHALEN

Davenport, Iowa

KSTT

1170 Mutual



THE TAVERN CLUB of Chicago was the scene of a recent "wedding luncheon" of WGN-TV, *Tribune* television station, and Prudential Insurance Co. of America. Admiring a model of the new Prudential Bldg., slated for completion in early 1956, and of the proposed 925-ft. antenna for WGN-TV [B•T, June 14, 7] are (l to r): J. Howard Wood, *Chicago Tribune* business manager; Charles B. Laing, vice president, Prudential Insurance Co.; James E. Rutherford, Prudential vice president who will be in charge of the $40 million Mid-America Home Office Bldg. at Randolph & Michigan; Frank P. Schreiber, manager and treasurer of WGN Inc. (WGN-AM-TV); S. W. Toole, vice president of Prudential's Newark office, and Carl J. Meyers, director of engineering, WGN Inc. The luncheon was held to announce plans for new transmitter-antenna facilities and WKGN-TV color equipment. The *Tribune* television outlet also has announced it will increase power from its present 120 kw to 316 kw once construction work is completed.

"The TV Link in the Heart of the Nation"

Describe this TV Market and WIN $100

For full details and fact sheet on KHOL-TV's Exclusive Coverage, write: KHOL-TV, Box 336, Holdrege, Nebr.

KHOL TV
KEARNEY, NEBRASKA
CBS-TV Channel 13 DUMONT
DUANE L. WATTS, STATION MANAGER
Operated by BI-STATES CO., Holdrege
Represented Nationally by
MEEKER TV, INC.

N. H., father of boy, Robert Jr.

Charlie Wister, salesman, WIP Philadelphia, father of boy, July 6. **Bill Manns,** WIP announcer, father of boy.

REPRESENTATIVE PEOPLE

Albert Larson, New York sales staff, Paul H. Raymer Co., to tv sales staff, Avery-Knodel Inc., N. Y.

Joseph Dowling, formerly with ABC, to research dept., Headley-Reed, N. Y.

Affiliation Fireworks

AS a climax to its month-long CBS-TV affiliation promotion, Storer's WBRC-TV Birmingham staged "the largest and most elaborate fireworks display ever seen in Alabama" on July 5. J. Robert Kerns, vice president and managing director of the station, reported last week that "thousands of people" viewed the pyrotechnical display, and said that "WBRC-TV will be happy to make this traditional display a part of all future Birmingham Fourth of July celebrations." The event marked a month-long promotional effort by the station on the shift of affiliation from NBC-TV to CBS-TV, which took effect on July 4.

AWARDS

Carole-Marie Runge, 16-year-old Farmingdale, L. I., high school senior, presented first annual $500 Elias I. Godofsky-WHLI Hempstead, L. I. Memorial Brotherhood scholarship by WHLI President and General Manager Paul Godofsky for winning a Brotherhood essay contest conducted by the station.

James Donald Michael O'Hara V, 18-year-old high school valedictorian, presented Jefferson Standard Foundation four-year scholarship to Consolidated University of North Carolina, sponsored by Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.).

Joe Hyder, d.j., WADK Newport, R. I., was the recipient of a three foot trophy for being the most popular disc jockey in Rhode Island and southeastern Massachusetts.

Fred Rickey, CBS-TV producer of *Omnibus* this past season, has received the first annual tv award of the Speech-Theatre Dept., Long Island U. for "advancing the standards of television."

F. Louise Hall, Grit Pub. Co., Williamsport, Pa., received $250 award for winning symbol in Advertising Federation of America's two-year search for idea to symbolize integrity in advertising. Winning design will not be presented officially to advertisers and associations until fall.

Alice Roberts, WOR New York script writer, presented with the Medaille de la Reconnaissance Francaise from the French Government in recognition of "outstanding work in furthering French-American relations."

WNAC-TV Boston received citation from Marine Corps for its cooperation in helping with recruiting in First Naval District.

KPIX (TV) San Francisco awarded a Marine Corps citation at Treasure Island luncheon for station staff in appreciation of support given the Marine Corps.

Arthur Godfrey, CBS-AM-TV star, awarded a special citation by National Assn. of Music Merchants for . . . "untiring devotion to the cause of music and goodwill among people . . ." at 1954 Music Industry Trade Show-Convention in Chicago.

Min Lwin, since April studying various FCC operations under scholarship from the government of Burma, was presented a certificate of merit last week by FCC Chairman Rosel Hyde for completion of the study project. He is the first person from Burma to observe Commission functions. Mr. Lwin will spend the next three months at Geneva with International Telecommunication Union.

"Gosh, even the Dean thinks I'm a genius ever since I started spotting my spot campaign on WWPA!"

WWPA
Williamsport, Pa.
— A Great Pennsylvania Market!
Contact Burn-Smith Co. for details.

TWA ON STRIKE AT THREE NETWORKS

Picketing begins in Hollywood as dispute on wage scales and union shop clause reaches stalemate. Union and networks also disagree on what effect strike will have on latter's operations.

MEMBERS of the independent Television Writers of America (TWA) struck Wednesday against NBC-TV, CBS-TV and ABC-TV in a dispute centering on a new wage scale and a union shop clause in the contract for free-lance script writers.

Pickets were installed in front of the networks' Hollywood studios, but no such action was taken up to Friday in other cities. It was explained in New York by a TWA spokesman that the Hollywood move had been pre-arranged but no such plans had been made in Gotham.

The strike came after efforts Monday in New York by the U. S. Mediation Service failed to resolve the wage issue. TWA had reduced its demands from $715 for a half-hour script to $600 and the networks had increased their original offer of $425 to $450. Mediation then broke off without any further talks on such matters as a wage scale for other types of scripts or on other conditions in the proposed contract [B•T, July 19].

Spokesmen for both the union and the networks said they were amenable to re-negotiating the issues, but up to Friday, no sessions had been scheduled.

Point of View

TWA predicted that the network's schedule would be disrupted over the week-end because the union expected support from other television unions. The feeling among the networks was reported to be that the strike action would have "little effect" at the present time.

Lewis S. Frost, NBC Pacific Coast public relations director, and Donn Tatum, ABC-TV director of West Coast operations, both claimed network employes were not involved in the free-lance writer dispute and said picket lines were being crossed. They said operations were not being curtailed at the present. CBS-TV in Hollywood refused comment.

One sidelight to the dispute is that TWA's one-year certification by NLRB is scheduled to be reviewed Aug. 2. At the same time the Author's League, since last May, has had an appeal before NLRB, claiming it does not have majority support among free-lance tv script writers. It was reported last week that the Authors League and the Radio Writers Guild planned a reorganization in structure to form one new organization for radio, television and screen writers.

TWA also announced last week that it has applied for an AFL charter.

TWA's picket lines in Hollywood largely appeared ineffectual because of no discernable support from other radio-tv unions.

Officials of the striking union said some 50 members joined in the picketing Wednesday but the force soon was reduced to two pickets stationed at each location. Union members were stationed at artists' entrances at all network tv structures, at rehearsal halls and theatres. It was reported by the union that individual performers and teamster members were observing picket lines.

TWA, Davis

CONTRACT negotiations between Joan Davis Enterprises, Hollywood, producers of the NBC-TV *I Married Joan*, and Television Writers of America, currently on strike against networks, will resume this week, union officials said. TWA membership earlier this month voted to authorize its executive board to call the strike against JDE [B•T, July 5], but executives promised talks between attorneys of the Alliance of Tv Film Producers, representing Miss Davis, and TWA negotiators would continue.

Balks at Retakes

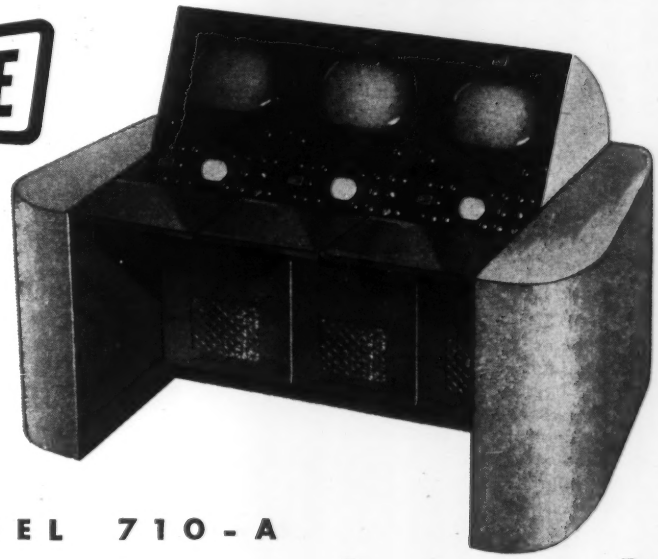
SCREEN Actors Guild has been asked by Screen Gems Inc., Hollywood, to take action against actor Steve Cochran, who refused to report for retakes on "Trip Around the Corner," recent film shot for NBC-TV *Ford Theatre*.

Charging the actor with disregard of studio problems, Screen Gems claims he was "guilty of a breach of his contractual obligations to do the retakes when he refused to report to re-shoot a few scenes which were damaged in the process of development in the laboratory."

high Quality performance

AT LOW COST

DAGE



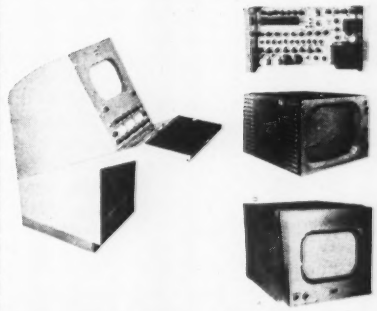
36" long
41" high
13¼" wide

MODEL 710-A

Camera Control Console

The Dage Model 710A Camera Control is built in a standard console type housing for studio control room use. It comes complete with a master monitor consisting of a 10" aluminized picture tube and a 3" waveform monitor. The picture monitor has a full 8 mc video response and excellent contrast and brightness range. Write for detailed specifications and prices.

• NOTE: *Watch for Dage developments in color television.* •



DAGE

TELEVISION DIVISION

69 N. SECOND STREET • BEECH GROVE, INDIANA

OF THOMPSON PRODUCTS

'Optimistic' Radio Future Described to NYU Workshop

FUTURE outlook for radio was described as "optimistic" by Gustav Margraf, vice president in charge of talent negotiations for NBC, in a talk last week before a session of New York U.'s 19th annual summer Workshop in Radio and Television.

Mr. Margraf voiced the belief that following "the initial rush to television, there will be a trend back to radio, because radio still serves a definite purpose." He pointed out that advertisers currently are more selective in radio advertising, aiming at special groups in certain areas, rather than at nationwide audiences.

He said, also, that one problem certain to arise with the launching of large-scale color television in the fall will be whether motion picture rights to dramatic productions will apply to telecasting. He said it has not been determined whether those rights cover telecasting, which he described as "essentially a live technique."

WHIL Medford, Mass., has established annual $250 college scholarships for the students at Medford High School and Malden (Mass.) High School who attain the highest academic standings. Above, Sherwood J. Tarlow (l), WHIL president, presents a check to James A. Matisoff, 1954 winner from Malden High. At right is John B. Matthews, headmaster of the high school.

Plans 27 Radio-Tv Courses

NEW YORK U.'s Division of General Education will present 27 courses in radio and television during the fall semester. Included in the curriculum will be three new courses—"Color Television," "Staging The Television Show" and "Music for Radio and Television."

The color tv course will deal with technical, operational, program and production aspects and will consider comparisons with black-and-white television. Instructors will be Reid R. Davis, supervisor of technical operations in color, NBC; Sidney Davidson, video engineer, NBC; Burr Smidt, scenic designer for color, NBC, and Max Miller, associate director of color, NBC.

Rahall Scholarship

THE Deem F. Rahall Scholarship, established by brothers Joe, Sam and Farris Rahall in honor of a family member who was killed in a plane crash, has been awarded to Harry Meadows, a senior at Woodrow Wilson high school, Beckley, W. Va. The Rahall brothers, affiliated with WKAP Allentown, WNAR Norristown, both Pa.; WFEA Manchester, N. H., and WWNR Beckley, W. Va., also have established a Deem F. Rahall Memorial Scholarship at Alpha Theta chapter at the U. of West Virginia.

$7,000 Grants-in-Aid

THE National Assn. of Educational Broadcasters and the Educational Television & Radio Center have announced that grants-in-aid up to $7,000 each are being offered to educational institutions and school systems "to help educational broadcasters to help themselves." The grants-in-aid are designed to make possible the development of programs which otherwise could not be produced.

KTHE (TV) Cuts Staff, Reduces Hours of Operation

EDUCATIONAL station KTHE (TV) Los Angeles has cut its staff from 26 to 10 and has reduced its schedule to two hours, five days a week [B•T, July 12], it has been announced by the U. of Southern California, which took over direction of the noncommercial ch. 28 station last month from Capt. Allan Hancock, former KTHE supporter [B•T, June 14].

EDUCATION PEOPLE

E. Finley Carter, vice president and technical director, Sylvania Electric Products Inc., N. Y., to Stanford Research Institute, Palo Alto, Calif., as manager of research operations, effective Oct. 1. Mr. Carter will retain association with Sylvania as consultant on major research and development contracts and assisting in contacts with Dept. of Defense.

Charles A. Siepmann, New York U. professor and long-time critic of U. S. commercial broadcasting, elected board chairman, New York Civil Liberties Union.

James T. Veeder named first full-time extension tv specialist, Cornell U., Ithaca, N. Y.

EDUCATION SHORTS

National Academy of Broadcasting, Washington, D. C., announces regular term on Aug. 1 to take care of late enrollees among veterans of Korean War whose benefits will run out Aug. 20.

MICROPHONES AND STANDS
GATES - HOUSTON
2700 Polk Ave.
Tel. Atwood 8536

Non-Competitive Network Shaping Up for English Tv

WHEN commercial tv gets underway in England it will consist of a national network rather than competing stations, judging by the views of government leaders debating the subject in the House of Lords.

Earl de la Warr, Postmaster General, indicated the network would be allocated between two or more contractors, each of which might have the sole use of the facilities for a specified number of days per week. This is the opposite of the American version of tv, with its intensive competition.

ENGLAND

Advertisers will attain national coverage, the government believes, with provision also to be made for local advertising during regional programs. It is felt that effort can be concentrated on fewer programs backed by the revenue of the whole network. The government spokesmen in the House of Lords showed little interest in the statement that seven or eight programs can be tuned in New York. Opposition speakers said tv would follow the pattern of the government radio monopoly, the British Broadcasting Corp.

CBC, Radio-Tv Union Sign Bargaining Pact

THE FIRST collective agreement between the Canadian Broadcasting Corp. and the Assn. of Radio & Television Employes of Canada has been signed at Ottawa, covering more than 1,300 office and studio workers of the CBC across Canada. The contract takes effect Aug. 1, and will give employes a 6% pay increase retroactive to Feb. 1. The agreement was signed by J. A. Ouimet, CBC general manager, and E. F. Wilcox, executive secretary of the association. Overtime will be paid at the basic rate for work performed beyond the number of basic hours in any work month. National service studio production personnel will receive time-and-a-half for overtime, computed on the same basis. Union dues will be deducted at source from all association members and from all new employes as a form of modified union security.

CANADA

Butler Dies in Crash

JOSEPH L. BUTLER, 53, founder and owner of VOCM St. John's, Nfld., was killed July 1 in a crash of a light plane at Torbay, Nfld. as he was taking off for St. John's.

CANADA

Mr. Butler began his radio career with the Marconi Co. as a wireless operator at Makkovik, Labrador, in 1919. In 1930 he became a radio instructor with RCA at Boston, and in 1932 returned to St. John's and a partnership in VOCM. Three years later he bought controlling interest.

CFPA-TV Plans Fall Start

CFPA-TV Port Arthur, Ont., expects to be on the air early in the fall. The ch. 2 station will be housed in a former Firehall building now being renovated, according to President Ralph Parker. The building is located at the highest point in Port Arthur. The station will have a tower height of 250 feet with transmitter power of 5.1 kw video. Advertising rates start from $150 an hour Class A time. All-Canada Television, Toronto, is exclusive representative.

CANADA

Electronics Meet Speakers Listed

REPRESENTATIVES of RCA and Westinghouse Electric Corp. will speak on technical aspects of television during the 10th annual National Electronics Conference in Chicago Oct. 4-6.

A total of 88 technical papers will be delivered during the session at the Hotel Sherman, supplemented by over 160 exhibit booths for top electronic manufacturers. The convention is co-sponsored by the American Institute of Electrical Engineers, Institute of Radio Engineers, Illinois Institute of Technology and the U. of Illinois. Radio-Electronics-Television Mfrs. Assn. and the Society of Motion Picture & Television Engineers are among participating organizations.

Television will be reviewed Tuesday afternoon. C. Howard Jones, of Westinghouse, will speak on "A Linear Color Television Receiver." Methods of eliminating transient distortions on certain types of transmission will be aired by Tom Murakami and Richard Sonnenfeldt of RCA. John Taylor and Thomas Moore of Westinghouse will talk on transistors.

Papers on electron tubes, instrumentation and computers will round out the afternoon meetings. A special panel will discuss electron tube reliability Wednesday afternoon, with speakers from CBS-Hytron, RCA and General Electric.

Dr. R. M. Soria, American Phenolic Corp., will preside as conference president. Three luncheons and an informal banquet round out the social program. Registrations are being accepted by National Electronics Conference, John S. Powers, executive secretary, 84 E. Randolph St., Chicago 1, Ill.

RCA Eases Royalties On Receivers, Tubes

REDUCTIONS of RCA royalty rates for radio and tv sets and tubes and for commercial radio apparatus from 25% to more than 50% will be put into effect Jan. 1, 1955, Ewen C. Anderson, executive vice president, commercial department, announced Thursday. The reductions, he said, "are in line with RCA's tradition of continuously reducing, so far as practicable, the cost of bringing inventions and scientific developments to the industry and the public."

The present rates, new rates, and percentage of reductions are:

	Present Rates Percent	New Rates Percent	Amount of Reduction Percent
Sound radio receivers (using tubes)	1⅛	½	55½
Sound receivers (using transistors)	1⅛	1⅛	..
Auto radios (using tubes)	1⅛	½	55½
Auto radios (using transistors)	1⅛	1⅛	..
Commercial radio apparatus	2	1½	25
Television receivers (black-and-white)	1¾	1¼	28½
Television receivers (color)	1¾	1¾	..
Kinescopes (black-and-white)	1¾	1¼	28½
Kinescopes (color)	1¾	1¾	..
Other electron tubes	1¾	1¼	28½

Chapin, Lauterbach Named To New GE Sales Positions

APPOINTMENT of Wells R. Chapin and Robert E. Lauterbach as district sales managers for General Electric radio and tv broadcast equipment with headquarters in New York and St. Louis, respectively, was announced last week.

Albert F. Wild, manager of sales for broadcast equipment in GE's Commercial Equipment Department, said that Mr. Chapin, formerly GE broadcast sales manager at St. Louis, will have new headquarters at the company's offices at 570 Lexington Ave., New York. He will direct sales in the metropolitan area.

Mr. Lauterbach, previously with GE in Atlanta, succeeds Mr. Chapin in the St. Louis post, according to Mr. Wild, and will be located at 4227 Lindell Blvd. in the Mound City. Mr. Lauterbach's district covers Nebraska, Kansas, Missouri and the southern halves of Illinois and Indiana.

GE Earnings for First Half Are 24% Ahead of '53 Period

EARNINGS of General Electric Co. in the first six months of 1954 were reported last week to have increased 24% over last year despite a 7% decline in sales.

It was pointed out by Ralph J. Cordiner, president, in a report to stockholders that net profit rose to a record $93,860,000 for the six-month period, with the expiration of excess profit taxes contributing materially to the sharp increase in earnings. Provision for federal taxes and renegotiation, the report said, amounted to $114½ million as compared with $195 million for the first six months of 1953.

Earnings for the second quarter of this year were said to have declined to $45,827,000 from the first quarter net of $48,029,000, but were higher than the $41,568,000 profit of the second quarter of 1953.

Sales for the first half totaled $1,447,597,000 as compared with $1,560,448,000 a year ago. Percentage of sales going to earnings, after taxes, was said to amount to 6.5% as against 4.8% last year.

Hi-Fi Color

COLOR has found its way into the high fidelity field. That's the word from the International Sight & Sound Exposition Inc. in Chicago.

An instrument called the "electronic frequency color indicator" will be demonstrated to the public by the exposition management during the 1954 high fidelity show at the Palmer House in Chicago Sept. 30-Oct. 2. It was developed by Revere Camera Co. there and will be utilized to present its line of tape recorders.

The instrument is designed to show, in all colors of the rainbow, just what high frequency sound reproduction looks like. The indicator flashes bands of vivid color on a screen as notes of various frequencies are sounded. With the aid of the instrument, it is claimed, it is possible to listen to musical passages and see, in color, how music is constructed in terms of basic frequencies.

Any electrical signal—such as that from a recorder, radio or phonograph—can be fed to the indicator. The signal of each channel operates electronic switches which turn on and off banks of 20 small 120-volt colored lights. If three frequencies of different cycles are fed at the same time, filters would separate them and cycles each would light up the blue, green and yellow banks, according to Revere.

Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill
Rock Island, Ill
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
WOC
5,000 W 1420 Kc
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest P & P office . . . or from WOC direct.
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

ARNETT ELECTED DUMONT VICE PRES.

KEETON ARNETT has been elected vice president, administration, of Allen B. DuMont Laboratories Inc. by the board of directors, it was announced last Wednesday by Dr. Allen B. DuMont, president.

MR. ARNETT

Mr. Arnett has served as general assistant to the president since 1951. Prior to then he was senior vice president of the Fred Eldean Organization, public relations counsel in New York City.

Capehart-Farnsworth Color

A NEW color tv receiver with a 15-inch tricolor "shadow mask" tube, providing 88½ square inches of picture area, is being shipped by Capehart-Farnsworth Corp., Fort Wayne, Ind., to selected distributors, the company announced Tuesday. The set represents initial production of the Capehart "True Color Tv" on a commercial basis. It was developed in conjunction with International Telephone & Telegraph Corp., C-F parent firm. In addition to standard controls of a monochrome receiver, whose transmissions it receives, it has a "chroma" or color control which may be adjusted for color reception, a spokesman said.

Audio Devices, AF Pact

AWARDING of an Air Force contract to Audio Devices Inc., New York, amounting to $220,000, was reported last week by Bryce Haynes, vice president of the company. The contract provides for supplying 15 million feet of three-inch magnetic recording tape to the Air Force. Mr. Haynes said it is one of the largest single contracts for recording tape ever awarded by any branch of the government. The tape is to be delivered over a period of about one year.

MANUFACTURING SHORTS

Grinnan Fixture & Plywood Co., Minerva, Ohio, announces that over 300 stations have been supplied with its storage cabinets for records, tape, transcriptions and film. Company says it is also able to design and build special consoles and any other special fine cabinet work a station may require. Further information may be obtained from the company at R.D. 3, Minerva.

Hedin Tele-Technical Corp., Livingston, N. J., offers sensitive relay designed primarily for use in electronic chassis, claimed by them to have sufficient height but little adjacent space.

Technical Appliance Corp., Sherburne, N. Y. (Taco antennas and antenna equipment), making new antenna comprising twelve open bow tie driven elements plus large screen reflector, claimed by them to provide greater capture area.

RCA Tube Div., Camden, N. J., has inaugurated *pro rata* warranty policy providing one-year protection from installation date on all RCA black-and-white tv picture tubes purchased for replacement service in home receivers.

Polytechnic Research and Development Co., Brooklyn, N. Y., announces establishment of new sales office to accommodate its mid-western accounts at 1 South Northwest Highway, Park Ridge, Ill. Kenneth W. Meyers is in charge of the office.

General Radio Co., Cambridge, Mass., announces opening of engineering & sales office at 8055 Thirteenth St., Silver Spring, Md. (Washington area). Telephone is Juniper 5-1088. William R. Saylor is in charge.

West Coast Electronics Manufacturers Assn. has issued sixth edition of product list and membership roster to member-firms and to mailing list of eastern manufacturers. Brochure lists all products made by 164 member-companies, with personnel and manufacturing facilities of each company. Copies are available on request written on company letterheads to Don Larson, general manager, WCEMA, 339 S. Robertson Blvd., Beverly Hills, Calif.

SYLVANIA Electric Products' new ceramic "stacked" tube, described as a "revolutionary" electronic tube capable of "unprecedented mass production," is shown here during a demonstration at which the tube functioned normally at temperatures of more than 1,000°. At the briefing session for Armed Services, industry, engineering colleges and the press were (l to r): H. Ward Zimmer, president, and Don G. Mitchell, board chairman, both Sylvania; Vice Admiral John Gingrich, chief of Naval Material, and Capt. Rawson Bennett of the Navy's Bureau of Ships, which has signed a development contract with Sylvania.

MANUFACTURING PEOPLE

Arthur L. B. Richardson, general counsel, Sylvania Electric Products Inc., N. Y., additionally elected secretary, succeeding **John S. Learoyd,** retired; **William R. Sears,** field representative, lighting div., appointed Pacific Coast manager, sales promotion and publicity. **Carroll L. Hasler,** appointed supervisor of sales administration, electronic products sales division.

Leon Podolsky, technical assistant to president, Sprague Electric Co., North Adams, Mass., appointed chairman, *ad hoc* group to review all military electronic component part specifications and determine what revisions are required in military component specifications to insure meeting existing equipment requirements for high reliability operation.

Richard J. Thompson appointed salesman, chemical materials dept., General Electric Co., Pittsfield, Mass.

Jerry Kirshbaum, sales manager, Precision Apparatus Co., N. Y., elected president, eastern div., Sales Managers' Club.

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition
Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

ABC AT BREAK-EVEN POINT—KINTNER; NETWORK'S FALL TV LINEUP CITED

President of ABC says network has taken strong competitive position with CBS and NBC both in amount of business, clearances.

AFTER years of loss operations, ABC is reaching the break-even point and, according to President Robert E. Kintner, is taking its place as a major competitor of CBS-TV and NBC-TV.

MR. KINTNER

Mr. Kintner expanded on his views in an interview with B•T.

In addition to the renewals and new contracts, he said, ABC-TV for this fall — as contrasted to its earlier position — is getting station clearances in markets representing 85-90% of all tv homes.

He emphasized his view that ABC, since its merger with United Paramount Theatres in February 1953, has now reached a point where advertisers and agencies feel that it is a true competitor of CBS and NBC.

As part of this upsurge, Mr. Kintner himself has conducted presentations for some 82 advertisers during the past few months.

Mr. Kintner has said the network is running on a five-year plan. This is the amount of time he estimates it will take ABC to catch up to CBS and NBC on all fronts.

Mr. Kintner pointed out that the added financing which ABC gained from the merger has permitted his network to become a stronger competitior for talent, programming, advertisers and the audience and he noted also that "the audience is the one which benefits most from the fact that there are three strong networks with equal programming strength. This means, of course, their choice is widened. For the industry, there is substantial good stemming from the fact that ABC has increased its competitive strength because it means there are more avenues on which to present diverse, new programming. The advertiser, naturally, is interested in the fact that our network's new competitive stature now offers him a choice of three strong networks for its advertising message and the additional important aspect that three strong networks broadens the audience interest in television as a whole. Thus, there is benefit to the industry, to talent, to advertisers, but most of all to the audience—they are the ones who simply cannot lose," Mr. Kintner stated.

The fall schedule shows renewals by approximately 85% of last season's advertisers, plus about a half-dozen additions from the ranks of previous ABC-TV sponsors, plus at least eight new advertisers added this year.

In line with its expansion of its sponsorship lists, ABC-TV plans to extend its hours of programming. *Breakfast Club* is to be expanded to the West Coast in the fall, according to current plans; a series of soap operas is to be put into the schedule following *Breakfast Club*, and in an early-morning show to compete with NBC-TV's *Today* and CBS-TV's *Morning Show* also is contemplated, to originate in Washington.

ABC-TV's evening schedule as it now stands is as follows (sponsors shown in parentheses):

MONDAY
7:15- 7:30 pm—The John Daly News
7:30- 8:00 pm—Jamie (Duffy Mott)
8:00- 8:30 pm—Sky King (Derby Foods Inc.)
8:30- 9:00 pm—Voice of Firestone (Firestone)
9:00- 9:30 pm—Mystery Film
9:30-11:00 pm—Eastern Parkway Boxing (Co-op)

TUESDAY
7:15- 7:30 pm—The John Daly News (Realemon Puritan Co.)
7:30- 8:00 pm—Cavalcade of America (Dupont)
8:00- 8:30 pm—Mystery
8:30- 9:00 pm—Twenty Questions (Florida Citrus)
9:00- 9:30 pm—Danny Thomas (Dodge, Amer. Tobacco)
9:30-10:30 pm—U. S. Steel Hour—Elgin Tv Hour
10:30-11:00 pm—Stop The Music (Exquisite Form)

WEDNESDAY
7:15- 7:30 pm—The John Daly News
7:30- 8:30 pm—Disneyland (Amer. Dairy Assn., Derby Foods, ¼ hour each; Amer. Motors, ½ hour)
8:30- 9:00 pm—Stu Erwin (Liggett-Myers)
9:00- 9:30 pm—Masquerade Party (Remington Rand, Esquire Boot Polish)
9:30-10:00 pm—TBA

THURSDAY
7:15- 7:30 pm—The John Daly News (Realemon Puritan Co.)
7:30- 8:00 pm—Lone Ranger (General Mills)
8:00- 8:30 pm—Postal Inspector
8:30- 9:00 pm—Treasury Men in Action
9:00- 9:30 pm—Sammy Kaye (Brillo)
9:30-10:30 pm—Kraft Television Theatre (Kraft)

FRIDAY
7:15- 7:30 pm—The John Daly News
7:30- 8:00 pm—June Havoc Show (General Mills)
8:00- 8:30 pm—Ozzie & Harriet (Hotpoint, Lambert)
8:30- 9:00 pm—Ray Bolger Show (Lehn & Fink, Dorothy Gray)
9:00- 9:30 pm—Dollar a Second (Wine Corp. of Amer.)
9:30-10:00 pm—TBA (Sterling Drug)

SATURDAY
10:30-11:00 am—Smilin' Ed McConnell (Brown Shoe Co.)
11:00-11:30 am—Space Patrol (The Nestle Co. & Ralston Purina Co.)
2:00- 8:00 pm—NCAA Football
8:00- 9:00 pm—Let's Dance (dance bands remotes—N. Y.-Chicago)
9:00- 9:45 pm—Saturday Night Fights (Bayuk Cigars Inc.)
9:45-10:00 pm—Fight Talk (Co-op)
10:00-10:30 pm—Stork Club (participation)

SUNDAY
1:00- 1:30 pm—Faith For Today (Faith For Today Inc.)
1:30- 5:00 pm—Pro Football (sold regionally)
5:00- 6:00 pm—Super Circus (Kellogg Co., Mars Inc.)
6:00- 7:00 pm—TBA
7:00- 7:30 pm—You Asked For It (Rosefield Packing)
8:00- 9:00 pm—Dramatic Hour
9:00- 9:15 pm—Walter Winchell (Gruen & Amer. Safety Razor)
9:15- 9:30 pm—Martha Wright (Packard)
9:30-10:00 pm—Dr. I. Q.
10:00-10:30 pm—Break The Bank (Dodge)

Outlets for Sheen Program May Be Reduced Next Fall

ERWIN, WASEY & Co., New York, advertising agency for Admiral Corp., Chicago, is taking under consideration for the next ten days the number of stations carrying its Bishop Fulton J. Sheen show on DuMont. As of last season the show had been carried on 179 stations. Due to duplication and other problems, an executive of the agency told B•T, there will be some cutback but the number of stations involved could not be determined until the first week in August.

Meanwhile, in Swampscott, Mass., Bishop Sheen announced earlier last week that Admiral may cut him down from 179 stations to 63 stations when the program resumes in November.

Paar in for Cronkite

JACK PAAR, comedian, will replace Walter Cronkite as master of ceremonies on CBS-TV's *Morning Show* (Mon.-Fri., 7-9 a.m. EDT), starting Aug. 16. The move is said to reflect a change in plans by CBS-TV under which the program, which started as a news and information series last March, is becoming primarily an entertainment show.

AB-PT's Second Quarter

ESTIMATED net operating profit of AB-PT Inc. for the second quarter of 1954 was reported last week by Leonard H. Goldenson, president, to be $715,000 or 14 cents per share of common stock, compared with $756,000, or 16 cents per share, in the same period of 1953.

For the first six months of 1954, Mr. Goldenson said, estimated net operating profit was $1,754,000, as against $2,236,000 for the same period in 1953. Capital gains for the second quarter and the first six months were $25,000 and $96,000, respectively, Mr. Goldenson reported, as compared with $62,000 and $4,314,000 in 1953. He noted that the latter figure could be attributed principally to the sale of WBKB (TV) Chicago following the merger with ABC.

He said that the ABC division operated at about "a break-even point" in the second quarter, and now is setting its programming for the upcoming fall broadcasting season. Mr. Goldenson stated that "substantially all of the important tv programs that were on the network during the past year have been renewed, and, to date, several new sponsored shows have been added."

Cable to Alaska Planned; Would Carry Radio Networks

DIRECT TRANSMISSION of network radio programs to stations in Alaska for simultaneous broadcast will be made possible by submarine cables which AT&T proposes to construct between Port Angeles, Wash., and Ketchikan, Alaska. Programs are now recorded and shipped to Alaska for delayed broadcast, according to a radio network spokesman in New York.

Plans for the U. S.-Alaska cable, filed Monday with the FCC, say that the job will take about two years to complete, will cost about $14 million, will add 36 message circuits to the 13 radio and land-line circuits now used for phone calls between the U. S. and Alaska, and will be suitable for radio program transmission. The bandwidth is too small for tv use, however. The system will comprise two cables, laid several miles apart, one for north-bound, one for south-bound transmission, equipped with built-in repeaters spaced at about 40-mile intervals.

NBC Says Burbank Freeway Won't Curtail Color Plans

CONSTRUCTION of the new $3.6 million NBC-TV color studios in Burbank will not be curtailed even if a proposed freeway route, which would cut through NBC property, is approved by the California State Highway Commission, John K. West, NBC vice president for the Pacific division, said last week.

Despite an earlier statement by attorney Max Eddy Utt, representing NBC before a highway commission hearing July 14, that "considerable" cost of adjustment to noise and traffic vibration during and after freeway construction might force contraction of the network's Burbank project, Mr. West said that only 1.2 acres on a far corner of the NBC property is involved in the proposed route.

DUMONT SIGNS $4 MILLION IN WEEK

Thirteen new clients take contracts during the busiest sales week in the network's history.

SIGNING in one week of 13 new clients to contracts for business amounting to more than $4 million in gross time sales (not including program and production costs) was announced last week by Gerry Martin, director of network sales for the DuMont Television Network.

Included in the new contracts, Mr. Martin said, are an hour-long show, a quarter-hour dramatic program, a two-hour extravaganza, two football games to be carried on "the largest live networks ever to present such events," several series of regional football contests among national football league teams, and a specially filmed sports series.

"Never has there been so much interest in DuMont's programs on the part of agencies and advertisers," Mr. Martin commented, "and never in the history of the network have so many orders been received in a single week."

Consolidated Cosmetics Inc., Chicago, has bought the live dramatic show, *They Stand Accused*, which will make its premiere the second week in September on a day and time to be announced shortly. Frank E. Duggan Advertising, Chicago, is the agency for Consolidated (Lanolin Plus and other beauty aids).

The Tuesday, 9-9:30 p.m. EDT period on DTN has been sold to an as yet unannounced sponsor.

Vitamin Signed

Signed as participating sponsors for *The Paul Dixon Show* (Mon.-Fri., 3:30-4 p.m. EDT) are Vitamin Corp. of America (Calimetric weight control) and Metro-Goldwyn-Mayer. VCA, through BBDO, has ordered five-minute participations on 20 stations on Monday, Wednesday and Friday for 13 weeks, starting Aug. 2. M-G-M, through Donahue & Coe, has purchased one 15-minute segment per week for two weeks early in August on a specially-expanded network of more than 40 stations.

As part of a four-network order, DuMont will present a two-hour Lights Diamond Jubilee tv show on more than 40 stations on Oct. 24, 9-11 p.m. EST, under the sponsorship of America's electrical industries. The order was negotiated through N. W. Ayer & Son, New York (see story, this page).

Walter H. Johnson Candy Co., Chicago, has signed a contract covering 30 weeks to present *Captain Video* (Thurs., 7-7:15 p.m. EST) on 80 DuMont stations, starting Oct. 7. The agency is Franklin Bruck Adv., New York.

According to Mr. Martin, DuMont has cleared two of the largest networks ever hooked up for football games—each of 160 stations—and has signed nine of the 12 National Football League teams. It currently is signing sponsorship for them on a regional basis.

The first to use this coast-to-coast network, he said, will be Miller Brewing Co., Milwaukee (High Life beer), which is co-sponsoring the College All-Star Game on Aug. 20 starting at 9:30 p.m. EDT. Associated with Miller in sponsorship of the game in 30 northeastern markets only is the Atlantic Refining Co. The agency for Miller is Mathisson and Assoc., Milwaukee, and for Atlantic, N. W. Ayer & Son.

Chrsyler Corp., Plymouth Div., Detroit, has signed to sponsor over 160 stations the Thanksgiving Day game between the Detroit Lions and the Green Bay Packers, starting at 12 noon EST. N. W. Ayer & Son is the agency.

DuMont also has signed sponsors for a football feature, *The Greatest Football Plays of the Week*, consisting of three or four minute highlights of NFL games. The series is expected to be carried on more than 100 DuMont affiliates and is being sold on a regional basis. Sponsors already signed are Hamm Brewing Co., St. Paul, through Campbell-Mithun, Minneapolis, and Drewrys Ltd. U. S. A. Inc., South Bend, through MacFarland, Aveyard & Co., Chicago. Hamm Brewery has ordered 20 stations in the West Coast-Rocky Mountain area and in Kansas City and Chicago. Drewrys Ltd. will sponsor the game on 12 midwestern stations. Both contracts take effect Sept. 30 and will continue for 13 weeks of the football season.

Color by DuMont

OPENING of DuMont's color theatre at the network's Tele-Centre, 205 E. 67th St., New York, was announced last week by Ted Bergmann, managing director. He said facilities of the theatre are being made available to sponsors and agencies for the purpose of conducting research in color television. Mr. Bergmann said sponsors and agencies may use the facilities to check on their color films, their trade marks and other identifying items, as well as to present slides over the DuMont multi-scanner, which currently is being put into service on several stations nationally.

DTN Adds 57 Sunday Games To Fall Professional Schedule

SCHEDULE of 57 professional football games to be telecast Sunday afternoons, Sept. 26 through Dec. 12, was announced last week by the DuMont Television Network.

Added to Saturday night contests, previously announced, the All-Star game on Aug. 13 and the Thanksgiving Day game between the Detroit Lions and Green Bay Packers, the new schedule makes a total of 70 National Football League contests to be presented over DuMont on weekends. This compares with a total of 58 such games on DuMont last season.

To handle the schedule, DuMont will telecast again this year as many as four or five games each Sunday afternoon, setting up regional networks.

310 Inter-Connected Stations Planned for Light Jubilee Show

LIGHTS Diamond Jubilee tv show on Oct. 24, 9-11 p.m. EST, will be telecast over at least 310 inter-connected stations of the four tv networks, James E. Hanna, vice president of N. W. Ayer & Son, N. Y., agency, announced. This is considered to be the largest network ever put together for a single tv show.

CBS and NBC have already cleared 249 stations while ABC and DuMont are now in the process of clearing from 60 to 65 more stations.

David O. Selznick, making his tv debut, will produce the two hour show at the climax of the celebration of the 75th anniversary of Edison's invention of the electric light.

The tv show and the jubilee celebrations are being sponsored by more than 300 companies and organizations of the electrical industries. N. W. Ayer represents the Light's Diamond Jubilee Committee.

'Today' Does Business

SIGNING of five new orders and one renewal for a total of 153 participations on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT) was announced last week by the network.

New orders were placed by Grove Labs Inc., St. Louis, through Harry S. Cohen Adv. Co., New York, for 78 participations, starting Oct. 4; Owens-Corning Fiberglas Corp., New York, through McCann-Erickson, New York, 17 participations, starting Sept. 13; The American Express Co., New York, through Benton & Bowles, New York, 15 participations, starting July 21; Prince Gardner Co., St. Louis, through Grey Adv. Agency, New York, 12 participations, starting Nov. 26, and Campbell Soup Co., Camden, N. J., through Grey Adv., five participations, starting Nov. 1. The renewal was from Coast Fisheries Div. of the Quaker Oats Co., Wilmington, Calif., through Lynn Baker, New York, for 26 participations, starting Aug. 24.

NETWORK PEOPLE

Matthew E. Barr, sales manager, ABC Radio Western Div. and KABC Hollywood, to KCBQ San Diego, as general sales manager.

Charles Craig, who formerly represented SESAC Inc. on the West Coast, named commercial traffic supervisor, Don Lee Broadcasting System, Hollywood.

Stanley G. Boynton Jr., formerly with Stanley G. Boynton & Son, Birmingham, Mich., agency, to MBS, New York, as account executive.

Leonard Salvo Jr., to NBC-TV as producer-director, *Ding Dong School*, succeeding **Reinald Werrenrath Jr.,** who will devote time to other NBC-TV Chicago production duties.

Gil Wyland, engineer in charge, and **William H. Copeland,** supervisor, CBS-TV technical operations, Hollywood, named assistant managers; **Edwin Miller,** assistant supervisor, technical operations, assumes newly-created position of engineer in charge, CBS-TV color operations, same city.

Isadore Rosenblatt, attorney, KTLA (TV) Hollywood, to CBS Hollywood legal dept., replacing **Michael Franklin,** who moves to CBS-TV business affairs dept., same city.

Groucho Marx, star of NBC-AM-TV *You Bet Your Life*, and Eden Hartford were married July 17 in Sun Valley, Idaho.

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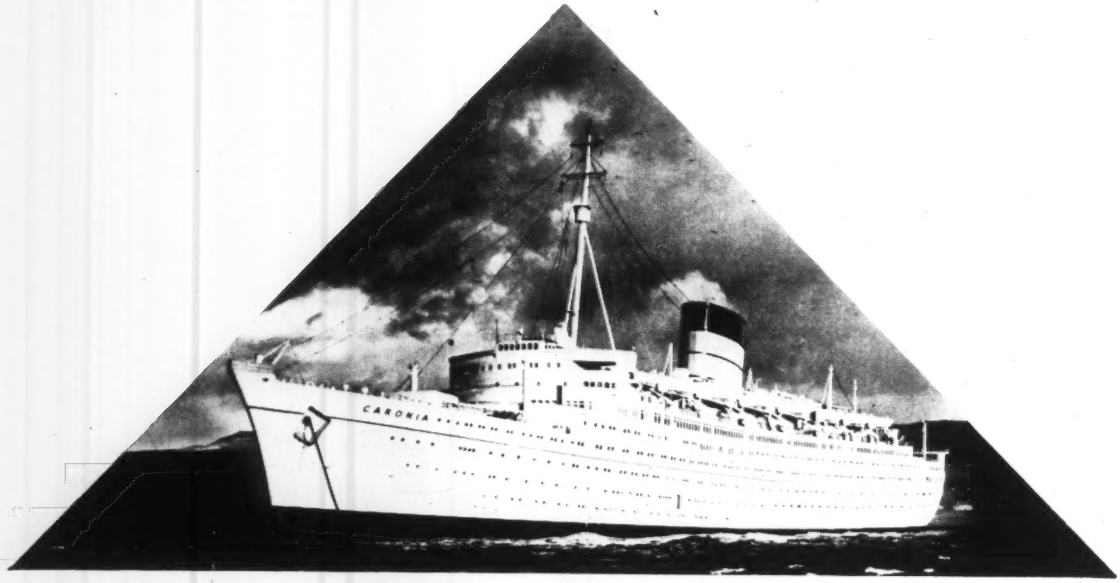

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Mt. Washington TV

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

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IS MADISON AVENUE SELLING UHF SHORT?

by Jim Luce

EVEN though the New York office of the J. Walter Thompson Co. is located several blocks east on Lexington Avenue, I suspect we are among those being charged by uhf stations that "Madison Avenue is against uhf." If the stations are referring to timebuyers, I would like to make one thing clear immediately. No media buyer working for a large advertising agency can afford to indulge in prejudices for or against anything or anybody. The buyer at all times must be able to explain why the best possible purchase was made. No account representative or advertising manager will hear that the buyer was "for" or "against" something without a complete explanation involving comparisons of circulation, costs, estimated audience reached or to be reached, etc.

In addition, uhf is located in many markets of great importance to the national advertiser where there either has been no television to date or a single vhf station, and agencies need television very badly in these places. They are extremely anxious that uhf be successful.

Certainly an analysis of business placed on uhf stations by our New York office (I do not have complete up-to-date information on our other offices) does not indicate that we or our clients are against it. Following is the use of uhf on some typical network programs:

Program	No. of Uhf Stations	Program	No. of Uhf Stations
1	40	6	9
2#	8	7#	10
3#	11	8	9
4	16	9	14
5	1*		

 # Participation in network programs where line-up is controlled by network.

** Limited network in station time.*

Of the above, only three are "must buy" network stations; the rest are optional buys. The breakdown of 25 stations used by one of our clients for a half-hour film program shows 11 are uhf and 14 vhf. Another spot advertiser who uses local live daytime programs in 17 markets has uhf in three of these. Our largest announcement advertiser who uses primarily only the very top markets has used uhf in four of the top 16.

How then does one explain the charge that agencies are against uhf? The primary reason I believe is that few uhf operators were around in 1948-1949 when the vhf stations were first going after national spot advertising. These stations met considerable resistance at the start and the common remark then was "come back and see us when television has 50% penetration of all homes." Subsequently, some of these agencies and advertisers had cause to regret they did not place more faith in the development of television as an advertising medium. The fact remains, however, these early vhf stations had to wait for national spot revenue while they developed programming and worked with distributors to push set sales. Also, in those years the number of spot and network users was considerably smaller than today. Perhaps another explanation is that the majority of early vhf stations were better able to sustain a period of low financial return due to ownership by successful newspapers, radio stations or theatre interests.

Stations Hurt Themselves

I honestly believe that the most harm done uhf has been by individual stations themselves. Too many uhf stations rushed on the air without proper engineering facilities. They knew a signal problem existed which could be considerably corrected if they delayed their on-air date. The result was that when the first people in the area converted they could not get a satisfactory signal. The word got around fast.

I personally know of one market where a station rushed on the air and went out and sold time based on a map which had no relation to actual signal strength. When confronted with this fact the station finally admitted this was the case but made a sell on the fact that they covered 80 to 90% of the city. This station has since built proper facilities but I believe it may have done irreparable damage to uhf in that city. Unfortunately, the network station relation departments have not been too careful in checking into this prior to granting affiliation. Therefore, it is not wise for a buyer to assume because a station has a major network affiliation it is a good buy.

Another factor which uhf stations tend to overlook is that the advertising approach differs depending upon the product being sold. For example, I have heard that one agency which places drug business almost exclusively will use no uhf. This may be a very defensible position. A drug product depends almost entirely on advertising as its entire sales effort. It has no strong local dealerships which can give it a favorable position in a market. It is competing with products of a similar nature which in all probability contain the same ingredients and are just as good. Therefore, a drug product cannot afford to support a new station for a period of time while it is getting established. And few uhf stations during their first year can compare on a cost-per-thousand basis with the competing vhf. On the other hand, an advertiser with an outstanding product and dealer outlets that have a stake in the future of a community might well afford to bid for a franchise on a new station.

Considering the welter of completely unsubstantiated claims, it is a wonder to me that as much business has been placed on uhf stations as has been the case. Most stations make a very sincere attempt to try to determine exact set count and projected rate of conversion but too many times these are far in excess of what exists.

It is very disturbing to have completely contradictory stories presented by stations. It means either the stations are actually misled as to their position in the market or one party or possibly even both are not telling the truth. There are too many instances today of the latter situation. What the agencies have had to do is to subscribe at considerable expense to one or more of the services which survey conversion from vhf to uhf. The stations complain bitterly about these services but until such time as they can agree among themselves on a uniform method of periodically measuring conversion and share of audience, they will continue to be judged on the basis of these surveys.

There are three general uhf situations and these are as follows:

1. Uhf first on the air in a new market which has had no television service to date.
2. Uhf coming on the air either in a market which already has a vhf

(Continued on page 88)

Mr. Luce is supervising timebuyer of J. Walter Thompson Co., New York.

EDUCATIONAL TV

IN TWO YEARS: PLENTY OF DREAMS BUT ONLY SEVEN STATIONS

by Earl B. Abrams

THE BATTLE for educational tv (ETV it's called in pedagogic circles) began in 1948 when the FCC imposed its freeze on new tv station grants. Coupled with the technicalities of spacing, the opening of uhf and the establishment of color tv was the sleeper —reservations for educational tv.

This had the whole-hearted support of educators and the backing, highly emotion-charged at times, of FCC Comr. Frieda B. Hennock.

In its 1952 final report, the Commission agreed to the concept of reservations. It reserved 242 channels, now grown to 251— of which 83 are vhf frequencies and 168 uhf. About 60% of the uhf channels are in intermixed markets, with 20% in uhf-only markets.

It is now two years plus since that decision was made, and it is time enough to ask: How fares educational tv?

Depending on to whom you are talking, the answer is fine—or disappointing.

The bare bones statistics show only seven educational stations putting out a signal, 25 in various stages of building—although even here some are fallow (New York's seven, Connecticut's three for example)—and 47 in the status of applicants.

Only 77 channels have been requested by educational applicants.

The picture is bleak in another direction. Of the seven stations operating, only three are vhf; the others are uhf with all the unhappy problems upper band stations have in promoting set conversion and audience.

The three v's are KUHT (TV) Houston, WQED (TV) Pittsburgh, and KQED (TV) San Francisco. Counted as on the air, but fighting the uphill battle yet, are these u's: KTHE (TV) Los Angeles, WKAR-TV East Lansing, Mich., WHA-TV Madison, Wis., and WCET (TV) Cincinnati.

WKAR-TV is slightly off-beat; it operates on a commercial uhf channel; but it is pure —it sells no time.

Educators who are close to the tv picture will admit disappointment but not defeat. They recall their repeated warning that the educational groups cannot be expected to move as quickly as commercial interests. They maintain they are heartened by the continuing ferment among prospective backers of educational stations.

It is a difficult thing to oppose educational tv. Nominally, everyone is for it, just as everyone is in favor of dogs and children. Opposing something like educational tv is like arraying oneself on the side of the imps of hell against the hosts of heaven. Yet, it is good sometimes, to strike a balance sheet on the best-intentioned endeavors—if only to clarify things.

That is what FCC Comr. Robert E. Lee did in mid-June in a speech to the Maryland-D. C. Broadcasters Assn.

Have the educational tv reservations been in the public interest, the Commission's newest member asked. Are they an opening wedge for government ownership? Is there enough financial support to continue to keep the channels on ice? Can the educational budget, already strained under the need for additional teachers and more construction, stand the blue chip construction costs and heavy operating drain of educational tv station ownership? What about the possibility of political exploitation?

$100 Million Bill

If all educational channels were spoken for, Mr. Lee said, it would mean a capital expenditure of more than $100 million for construction and first year's operating costs.

At the rate educational tv is moving, Mr. Lee said, it will take 50 years before the full allotment of channels is used. In the two years past, only 20% of the reservations have been asked for; 80% are still unsought.

Mr. Lee's remarks did not go unheeded. They drew an immediate reply from Robert R. Mullen, executive director of the National Citizens Committee for Educational Television, which is the "professional" agitator of community ETV groups.

First, Mr. Mullen denied that educational tv is an attack on the traditional American system of broadcasting. He named these high business leaders who are members of NCCET: Marion B. Folsom, undersecretary of the Treasury; Edward L. Ryerson, former chairman, Inland Steel Co.; Leland Hazard, vice president, Pittsburgh Plate Glass Co.; Paul G. Hoffman, chairman of the board, Studebaker Corp.; James D. Zellerbach, president, Crown Zellerbach Corp.

It isn't likely, he implied, that these men would lend themselves to a movement whose ultimate objective is to subvert the present system of American broadcasting.

In only two of the cities with one million or more population has there been no activity for educational tv, Mr. Mullen added. These are Milwaukee and Minneapolis. In every other such metropolis, educational stations are either on the air, in the process of construction, or an application has been filed, he pointed out.

In lesser communities, and in the cities where uhf channels are the reserved frequencies, the educational tv activity has been on a par with commercial activity, Mr. Mullen said. He counted $15 million in assets already raised by the educational tv forces.

Concern about financing has no basis in fact, Mr. Mullen said. Of the first 50 educational stations due to begin operating, 34 are community-financed, eight are tied in with a university or college and eight are state-owned.

Ralph Steetle, executive director of the Joint Committee on Educational Television, the group which guides the educators in applying, building and putting stations on the air, puts it another way.

"Educational tv, right now, is like an iceberg—the largest part of its activity is below the surface," he says.

He then leans back and reels off cities, states, organizations, financial plans, status of groups, and other information which make today's educational television activity sound like the early days of commercial television when broadcasters were busy with study, financing arrangements and preparations for applications.

Both the NCCET and JCET are the promoters of community activity—the former for citizens' groups, the latter for the educators. Of the two, JCET came into being first in 1950 to sell educational tv to the FCC. It is the voice of seven educational organizations: American Council on Education, Assn. for Education by Radio-Tv, Assn. of Land-Grant Colleges and Universities, National Assn. of Educational Broadcasters.

National Assn. of State Universities, National Council of Chief State School Officers and National Education Assn.

It fought for reservations in 1950 and in 1951.

Its present program is to protect those reservations, to assist applicants with legal, engineering and program consulting services, to help schools and colleges evaluate program resources and cooperate in encouraging program exchange, and to organize conferences on educational tv. It puts out a substantial number of periodic books, pamphlets, status reports, and other information.

Mr. Steetle came to JCET from Louisiana State U., where he was radio director. He took the place of Richard B. Hull, Iowa State College's radio-tv director (WOI-AM-FM-TV). Walter B. Emery, former legal aide to ex-FCC Chairman Paul A. Walker, is special consultant, and Cyril M. Braum, former chief of the FCC Broadcast Bureau's television division, is engineering consultant.

NCCET came into being in 1952, following the victory for educational reservations. Its aim is to assist communities in organizing for educational tv. Mr. Mullen, who leads NCCET, is the former public relations director of the Citizens for Eisenhower Clubs, a former *Life* Magazine editorial writer, and a former Foreign Operations Administration executive. NCCET has a staff of five field men who are responsible for geographic territories throughout the U. S., among them Earl Minderman, former administrative assistant to ex-FCC Chairmen Wayne Coy and Paul Walker. It is backed by an advisory council of more than 100 national organizations (civic groups, labor organizations, women's clubs, business organizations) which lend local support.

Ann Arbor Center

There is one other national organization in the field of educational tv which should be identified. This is the Educational Television and Radio Center at Ann Arbor, Mich., which began operating late in 1953.

The Center is headed by Dr. H. K. Newburn, former U. of Oregon president. Robert B. Hudson, former U. of Illinois broadcasting director and adult education specialist, is program coordinator.

The Center's purpose is to act as a clearing house for the exchange of programs among educational tv stations. It underwrites program ideas. It is building up a background of programs from diverse sources, national and international. It is making grants to institutions and others for the production of new program ideas. It is screening available films, commercial and otherwise, for possible use on educational tv. It is also doing research on the needs for educational tv programming, the establishment of a script exchange and the formation of a film library of stock materials.

The Ann Arbor Center is responsible for the kinescoping of the famous course on Shakespeare by Dr. Frank C. Baxter, of the U. of Southern California, first popularized over KNXT (TV) Los Angeles, a commercial station. A series on child psychology is being produced by the U. of Michigan under a grant from the Center. Others in the

THE SEVEN ON THE AIR

Here, in the chronological order in which they began telecasting, are capsule descriptions of the seven non-commercial, educational tv stations that have reached the stage of actual operation. Only three of them have been telecasting more than six months. Of those three, two are uhf, one of them competing for audience in a market containing seven vhf commercial stations. The veteran educational vhf is sort of half a body—since one of its two owners has not yet joined the operation. Of the seven on the air, four are u's and three are v's.

KUHT (TV) HOUSTON: licensed to the U. of Houston and the Houston Independent School District, began operating May 25, 1953, on ch. 8. It runs five days a week, 128 hours a month, of which 91% is live. It is estimated that it cost $350,000 to build and $110,000 per year to operate.

KUHT offers by far the longest list of telecourses of any educational station. These include landscaping, Spanish, mental health, piano, the arts, children's literature, English, sciences, business, psychology, farm management, music, photography, economics, world literature.

KUHT has been having its problems. Although licensed to both the U. of Houston and the Houston school authority, the latter has yet to join forces in the operation of the station. At issue, apparently, is the $165 per hour that the station has set for serving the school system with programs.

KTHE (TV) LOS ANGELES: licensed to the Allan Hancock Foundation of the U. of Southern California, began operating Nov. 29, 1953, on ch. 28. It was running seven days a week, 64 hours a month, of which 65% was live. In recent weeks, with the resignation of Capt. Hancock from the university's board, and the withdrawal of his personal interest in the station, KTHE has gone on a five-day-a-week, 40-hour-a-month schedule. It has also reduced its staff from 26 to 10. The station was built at a quoted cost of $175,000 and runs at an estimated $250,000 a year budget.

Courses offered are Spanish, natural sciences, fiction writing, driver education and motion picture photography.

WKAR-TV EAST LANSING, MICH.: licensed to the Michigan State College, began operating Jan. 15, 1954, on ch. 60. It runs seven days a week, 152 hours a month, of which 80% is live. Station is said to have cost $500,000 to build and runs at an annual budget of $350,000.

Its telecourses are dramatic literature, salesmanship, driver education, political science and various literature and fine arts subjects.

WQED (TV) PITTSBURGH: licensed to the Metropolitan Pittsburgh Educational Television Station, began operating April 1, 1954, on ch. 13. It runs five days a week, 68¼ hours a month, comprises 94% live. Station is said to have spent $275,000 for construction, has a $250,000 per year operating budget. Staff is comprised of 27 paid employes and 100 volunteers and students.

Among the courses offered over this community-owned station are marriage, German, sciences, arts.

WHA-TV MADISON: licensed to the Wisconsin State Radio-Tv Council, began operating May 3, 1954, on ch. 21. It operates six days a week, with 54 hours a month, of which 69% is live. Its construction is said to have cost $175,000, of which $75,000 came from the state and $100,000 from the Fund for Adult Education. It is offering courses in German, American politics, Spanish, music and Shakespeare. Lester H. B. McCarthy, executive director of the Radio-Tv Council, reported that more than 200 people signed up and paid for supplementary material for these courses.

KQED (TV) SAN FRANCISCO: licensed to Bay Area Educational Television Assn., began operating June 10, 1954, on ch. 9. It only programs for one hour on Mondays and Thursdays, from 7 to 8 p.m. Construction of this station is estimated to have cost $242,000, and its operating budget is set for $125,000 yearly. All its programs are kinescopes from the Educational Tv and Radio Center, Ann Arbor, Mich.

WCET (TV) CINCINNATI: licensed to the Greater Cincinnati Television Educational Foundation, began test telecasting June 29, 1954, on ch. 48. It began program broadcasts July 19, 1954, and expects to reach regular operations in September. As of now, WCET operates five days a week, putting out about 60 hours of programming a month, 60% live.

Most of its programming is either local children's or public service telecasts, plus some of the kinescopes from the Educational Television and Radio Center at Ann Arbor. There are no telecourses as such yet.

SEVEN DAYS OF EDUCATIONAL TELEVISION FARE

THIS is a typical week's schedule at an educational tv station (KTHE [TV] Los Angeles — March 21-27). The symbols in the first column after the program name indicate the source (L—live; F—film; K—Kinescope; C—Ann Arbor Center); second column, who presented it (PS—public school; PRS—private school; U — university; C — civic group; GA — government agency; ST — station staff; I — industrial); third column; type (INF—information; AE — adult education; TC — telecourse; PR — public relations; ESA—education for school age [5-17]).

	SUNDAY				MONDAY				TUESDAY			
7:00 pm	Brazilian Tapestry	F	ST	INF	Parochial Schools	L	PRS	ESA	LA City Schools	L	PS	ESA
7:30	An Idea Takes Wings	F	ST	INF	YMCA Group	L	C ST	AE	Enterprise Playground	L	GA	ESA
8:00	People, Places, Politics	C-K	U	AE INF	Big Picture	F	GA	INF	Under Same Stars	C-K	U	AE INF
8:15	———				———				Diesel, Mod. Power	F	I	AE
8:30	———				Paulena Carter, pianist	L	ST	AE	Scientific Illus.	L	C PS	AE
8:45	———				———				———			
9:00	———				Convers. Spanish	L	C PS	TC AE	Natural Resources of Calif.	L	C PS	TC AE

	WEDNESDAY				THURSDAY				FRIDAY				SATURDAY			
7:00 pm	Long Beach City College	L	PRS	AE	Driver Education	L	PS	TC	Using Overhead Proj. for Reading	L	C PS	AE TC	Wings to Italy	F	I	AE INF
7:30	Let's Play Like	L	GA	ESA	Let's Play Like	L	GA	ESA	Let's Play Like	L	GA	ESA	Carry on Country	F	ST	INF
8:00	10th Dist. PTA	L	C ST	AE	Water, Fountain of Life	F	I ST	INF	Under Same Stars	C-K	U	AE INF	From Mind of Man	C-K	U	AE INF
8:15	———				———				Speeding Speech	L	C PS	AE	———			
8:30	Long Beach Jr. Band	L	C PS	PR	———				Your Public Library	L	C ST	AE	Prepare for Glorious Spring	F	ST	INF
8:45	———				Electrical Terms	F	ST	AE	———				———			
9:00	Fiction Writing for Magazines	L	C ST	AE TC	Phys. Sci. for Layman	L	C PS	AE INF	How to Sell in '54	L	C PS	AE	———			

works are a series on atomic energy, foreign art films, great ideas (Mortimer J. Adler), drama series, UN report.

All of this national activity takes finances. No discussion of educational tv is complete without identifying the place of the Ford Foundation in financing this movement.

Thus far, educational tv has virtually subsisted on the largesse of the Ford Foundation's Fund for Adult Education. FAE, as it is more commonly known among recipients, has granted JCET more than $500,000 since 1950. It has given NCCET more than $600,000. The Ann Arbor Center became possible only when FAE gave $3 million.

FAE also plays a key part in station financing. It offers to match, on a one for two basis, funds raised by citizens' groups. For every $200,000 raised among the people of a community, FAE gives $100,000—up to a maximum of $150,000. This is a pretty good goal to shoot at and many communities have striven mightily for that assistance.

In a more modest way, Emerson Radio & Phonograph Co., New York, has also proffered financial assistance to educational tv stations. It established a $100,000 fund, to be split equally among the first ten educational tv stations to begin operating.

Personal foundations have played a major part in the financing of individual educational tv stations. In Pittsburgh, for example, the beginnings of WQED came from the Mellon Trust Fund. In Los Angeles, KTHE was until recently underwritten by the Allan Hancock Foundation. "Seed" money in many another city has been provided by a single contributor.

By and large, the basic financial strength for educational tv has come from large numbers of individuals, on a one or two dollar contribution level. In Denver, the citizens group raised $58,000 in this way toward its goal of $250,000. In Chicago, $800,000 was raised.

In St. Louis, nearly $1 million was raised —including $500,000 from department store owner Arthur Baer, the Ford Foundation, and the value of the properties offered by two local universities. In that city half of the $300,000 annual operating budget was arranged for by an agreement with 20 school districts to pay $1 per pupil per year for in-school programming. In addition to large contributions from corporations and labor unions, $100,000 was raised in a door-to-door campaign.

In North Carolina, the U. of North Carolina has $1 million earmarked for a transmitter on a mountain peak near Chapel Hill. Studios are being built in Chapel Hill, Raleigh and Greensboro. When WUNC-TV goes into operation this fall with maximum 100 kw power, its ch. 4 signal will cover at least one-third of the state.

In New Orleans, a non-profit citizens group was organized. It raised $15,000 to underwrite a professional survey of educational tv potentials. The survey determined it could be done—figuring $70,000 a year from school boards at 50 cents per pupil, and donations of funds or facilities from colleges, libraries and other cultural groups. In physical assets, the New Orleans group counts $100,000 in gifts from commercial and educational sources.

One of the early hopes of educational tv protagonists was that states would appropriate the necessary funds to build and operate stations.

It has not worked out that way.

Only two states have come through with appropriations. Alabama voted $500,000 to establish a state authority on educational tv. The State Building Commission allocated $262,000 for building facilities. FAE put in its $100,000. Alabama plans two transmitters, at Mt. Cheeha and at Birmingham. It also plans studios at these two locations and at Auburn.

In Oklahoma, a state educational tv authority has been established with $600,000 allocated for two years. These funds come from the Public Building Fund (income from oil wells on the State Capitol grounds) and can be used for capital construction only. Operations money to run the two planned stations (Oklahoma City and Tulsa) must come from other than tax money, the state decided.

In other states, legislatures have turned thumbs down.

In New York, after the state refused to take the responsibility for the seven construction permits granted to the Board of Regents, the formation of citizens groups to take over these CPs was approved.

In New Hampshire, a Governor's commission recommended that non-profit, citizens' groups take over.

In New Jersey, the state spent $100,000 on a two-year-pilot run with a station at New Brunswick. This ended last month when the governor and legislature refused additional monies. Gov. Robert B. Meyner said, "A 20-inch screen should never be allowed to come between teacher and pupil during school hours."

In Connecticut, a state commission recommended the expenditure of $300,000 on a two-year experiment over *commercial* stations. The commission rejected a proposal that the state spend $1.5 million to build the three stations already granted in the state.

In Wisconsin, the state legislature created a radio-tv council to be licensee of a state-owned network. But the assumption of this responsibility cannot be exercised until the voters decide by referendum in November. However, the state did lay out $75,000 to be used for a pilot station at Madison.

Of course, tax monies are involved when state and city colleges and universities join in sponsoring a community educational tv endeavor. So are the payments from school districts, which offer a growing increment for educational tv stations. In such cases, the station contracts to supply a certain number of in-school and out-of-school programs for children, and the school district pays for this by quota (50 cents, $1 per pupil).

In other ways, states have contributed

The budget is set • the client has okayed the general plan • now the pressure is on to draw up space schedules; compare stations • the hour is late, but the agency men work on • work with Standard Rate • and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

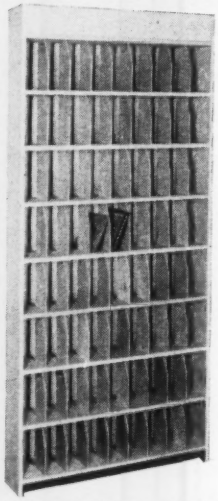
N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.

45 45 45 45 45 45 45 45 45

MR. STATION OWNER:

Here is our answer to your problem,



WHERE TO PUT 45's

FOR 45's

Model GS0736 Shown

Model GS0724 - 24" wide - $69.50
Model GS0736 - 36" wide - $79.50
Model GS0748 - -48" wide - $89.50

Prices include Crating & Freight

ALSO CABINETS FOR ALL OTHER SIZES OF RECORDS

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5% Discount if Check Accompanies Order

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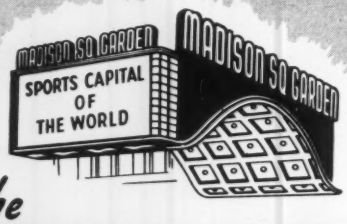

The **MADISON SQ. GARDEN** *Show*

26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD

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STEVENS PICTURES for TV
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financially to educational tv. For example, early in July the Louisiana legislature appropriated $260,000 for the establishment of a tv center at Louisiana State U. This will work on production, technical, and other aspects of tv operations. It will also study the question of state-owned, on-the-air facilities.

Of course, educational stations can raise assets in other ways.

In Pittsburgh, WQED (TV) counts more than 70,000 members, who subscribe $2 a year for its chatty, monthly program brochure. Incidentally, the program pamphlet contains advertising.

In Birmingham, the Storer-owned WBRC-TV has given the local educational group physical facilities estimated to be worth $200,000.

In Memphis, the educational group has a promise of $160,000 worth of equipment from WMCT (TV), the local Scripps-Howard station.

The Detroit group already has an fm transmitter used by the now defunct WCIO-FM.

In San Francisco, KQED (TV) has gear contributed by KPIX (TV) and KRON-TV.

In Tulsa, the state has signed a lease to put its antenna on the same tower as KOTV (TV)—at a nominal fee.

There have been other less publicized gifts from commercial sources.

It is not surprising in some instances to find that the existing commercial vhf stations are helping educational tv—mostly also vhf. This is termed enlightened self-interest by some of the more cynical observers who note that the occupation of a valuable uhf channel by a non-commercial station reduces competition.

Economy Factors

In building a station, educational tv'ers can be much more economical than commercial outlets. In many instances, facilities are part of the contributions by local educational and cultural institutions (buildings, land, etc.). Also to be counted are gifts of equipment from commercial interests (transmitters, antennas, camera chains, etc.). And operating charges can be kept well below the level of commercial operation through various means, not the least of which is the use of school faculty members and students in programming, production and technical operation. Many educational stations use, or plan to use, "volunteers." These can be used in a variety of ways (secretarial, mailings, etc.) to contribute to keeping operating expenses down.

There is another factor which permits a low rate of operating expenses. This is that educational tv stations need not operate the long hours required for commercial stations. In the case of most educational stations on the air, two hours per day is not uncommon.

It long has been an FCC policy that the efficient use of a broadcast frequency means the quantitative usage of a channel. Educators counter the suggestion that short hours mean an inefficient use of a public resource. Raymond H. Wittcoff, NCCET chairman, expressed the NCCET's attitude in a quip in the July 17 *Saturday Review:* "It would be financially and educationally sound for the non-commercial stations to adopt a policy of being dark in those hours when they cannot be bright."

Mr. Wittcoff had a similar response to those who point to the low level of listenership to educational tv. "In evaluating the size of the audience," he said in the same article, "it will be more significant to make comparisons with the small numbers who ordinarily would be exposed to educational offerings if there were not television rather than with the huge audiences watching the commercial stations."

Undeniably, audiences of educational offerings are embarrassingly small.

Item: KUHT Houston runs about a 0.2 to 0.4 rating in American Research Bureau reports. Its highest rating was a 3.6—and that came during its telecast of a U. of Houston basketball game (not especially an educational offering).

Item: KTHE Los Angeles claims a 20,000 uhf set conversion figure. American Research Bureau says that the number of uhf sets are so low in Los Angeles that they are statistically un-countable.

Item: WKAR-TV East Lansing claims 25,000 uhf sets for its uhf signal. Again, ARB says it is unable to find enough such sets or conversions to make a statistical estimate.

Ironically, the much-touted course in Shakespeare, now being shown via kine on educational outlets, received a 3.4 rating by ARB on the Saturday mornings it was carried in late 1953 and early 1954 over the facilities of CBS's KNXT (TV) Los Angeles. This was a highly respectable rating, since competing commercial stations were at the same time earnings ratings of 1.8. 1.2, 2.7 and 5.8.

On KNXT, the Shakespeare course enrolled 332 for credit, 886 as auditors, and had an estimated 400,000 viewers. More than 300 persons showed up for a final examination.

This much is clear. Educational tv is far from the levels it should be in two years.

Stations operating on vhf channels, where the audience is ready made, have viewership that trails far behind the audiences of commercial stations. Some trail so far behind they are research non-entities (their ratings are lumped as "others").

Where the educational tv outlets are operating on uhf bands, they are suffering from the same anemia that commercial uhf operators are; little if any conversions.

Finances are still a major educational tv problem. Even those stations already operating have money concerns. For example, KUHT in Houston reported in its year end statement that its No. 1 problem is "outside financial help." Manager John Schwarzwalder said in that report:

"Providing a program service for only 40 hours a week is an uneconomical use of more than $300,000 worth of equipment."

Broadcasters who have made formal requests to the FCC for changes in the educational reservations have met uniform defeat. In New Orleans, in Milwaukee and in Minot, N. D., commercial broadcasters had such petitions denied by the FCC.

But the attitude of commercial broadcasters has mellowed over the past two years. In 1952-53, the Illinois Broadcasters Assn.

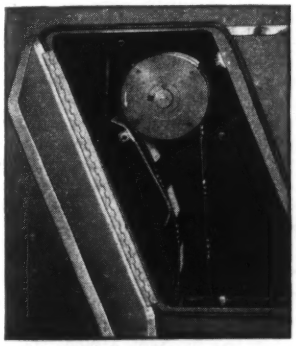
NOW! the new Gray telop III

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III. . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides. . .One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

was hell-bent for putting the blocks to educational tv in that state. It sponsored a bill to prohibit the use of tax money for educational tv by the U. of Illinois. This passed the Illinois lower house, but failed in the Senate.

This year, the IBA committee approved educational tv, but qualified its assent in only one respect—that any use of state money for educational tv be approved by the legislature first.

Maybe commercial broadcasters are recalling the more than 150 educational stations once extant in the early days of standard broadcasting, now thinned to a sparse 30.

Maybe they recall the sky-high hopes and promises for educational fm, which numbers only 117 stations on the air throughout the nation.

Maybe they figure educational tv will take the same course.

At the most, from the looks of things today, educational tv isn't going very far, very fast.

IS MADISON AVENUE SELLING UHF SHORT?

(Continued from page 81)

station or has received coverage from a distant vhf city.

3. Several uhf stations coming on the air at the same time under one or both the above two conditions.

Situation number one generally revolves around a purely market consideration and I think if these stations feel Madison Avenue is against them the reason is because they have failed to realize that with television costs so high, most advertisers necessarily cannot hope to reach 100% of total U. S. sets. Also, a number of new stations, both uhf and vhf, are located in markets in which local media have never received much national advertising.

It is in case number two where the so-called classic situations have developed. In certain cases uhf station call letters and cities are indelibly imprinted in the minds of timebuyers and I honestly feel most agencies have spent a disproportionate amount of time trying to fairly evaluate these claims.

Some of the most bitter instances involve point three where there are two uhf stations in the same television market. Rather than agreeing to promote uhf, these stations generally make their bid for national spot business by bringing along coverage maps which show that the competitor has used complete lack of judgment in antenna selection and his signal is not being received by a substantial portion of the market. After listening to two such presentations, the buyer is apt to be convinced that no one is ever going to buy a television set or bother to convert from an existing vhf and he had better forget about uhf television entirely.

In conclusion, I honestly feel uhf is being judged by agencies fairly; in exactly the same manner as other local media. If a transmission problem does exist, I do not think it fair to blame agencies for failure to buy. They are seldom made aware of these transmission problems as such but are only basing their buying decisions on the resulting audience and cost figures.

'VICTORY AT SEA' PREMIERE

PREMIERE of the NBC Film Division's full-length feature film production of "Victory at Sea" was held in New York at the 60th St. Translux Theatre, attended by top officials of RCA, NBC, United Artists, UN and the Armed Forces. The film was described as "the first theatrical feature produced by a television company." Among those who attended the premiere were Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC; Sylvester L. Weaver Jr., president of NBC; Carl M. Stanton, vice president in charge of the NBC Film Division; Fleet Adm. William "Bull" Halsey; Henry Salomon, producer and co-author of "Victory at Sea"; Capt. Walter Kapig, USN (ret.), technical advisor; Bernard Kranze, general sales manager for United Artists Corp., which is releasing the film, and key production executives of the feature film.

'AMOS 'N' ANDY' QUOTES

CBS-TV's new *Amos 'n' Andy Music Hall*, to be launched in September as a Mon.-Fri. 9:30-9:55 p.m. strip [B•T, July 12], will be sold in six-minute segments at approximately $2,900 per segment for both time and talent, officials reported last week. This price, which applies to new CBS Radio advertisers, scales down to about $2,500 per segment in the case of 52-week contracts. Plans for the series were outlined by Adrian Murphy, president of the network and Freeman Gosden and Charles Correll, creators of Amos 'n' Andy, at luncheons for advertisers and agencies and members of the trade press in New York and Chicago.

WGAL-TV 'MR. CHANNEL 8'

WGAL-TV Lancaster, Pa., is sending to advertisers a 7' x 2' white poster advertising itself as "Mr. Channel 8" with 316,000 w. A gentleman wearing a high hat and monocle and whose body consists of a large red 8 is centered on the sheet. "Mr. Channel 8" claims to be first in central Pennsylvania area coverage, reaching, besides his home city, Harrisburg, Reading, Lebanon, York, Hanover, Chambersburg, Sunbury, Lewistown, Pottsville, Shamokin, Carlisle and Coatesville. Large red letters against a black background identify the stations and network affiliations. The caption reads: "growing, growing, GROWN! new super power! more impact for your dollar!"

TSLN FLOOD COVERAGE

COMPLETE on-the-scene flood coverage was provided to all Texas Spanish Language Network stations, according to KIWW San Antonio, which sent its program director, Quintin Bulnes, and members of its public relations and engineering staffs into the Rio Grande flood area at Laredo, Texas. Telephone reports and tape recordings made in the field provided a detailed report of conditions in the disaster area to all TSLN stations, KIWW reports.

KVOZ FLOOD REPORTS

KVOZ Laredo, Tex., reports going on a 24-hour emergency operations schedule during the recent Rio Grande flood crisis. At two-hour intervals the station carried reports from police station-emergency headquarters, in addition to hourly U. S. Weather Bureau broadcasts. When the flood became severe, programs were interrupted to bring messages and warnings of water stage. Four local amateur stations based at key points originated running reports of danger spots from their mobile units. Eventually the station was flooded and personnel and transmitter were moved to Laredo Air Force Base, where a studio had been under preparation for several weeks. KVOZ returned to the air in a few hours continuing to use the temporary studio for two days until they were able to return to its regular studio buildings.

SITTING among promotion pieces of Crosley Broadcasting Corp.'s "Operation Sunburst" campaign [B•T, July 19] is Crosley President Robert E. Dunville. The set of six 15-ounce glasses, with embossed portraits and autographs of Crosley personalities, can be obtained by sending one dollar and a boxtop or label from any product advertised on any of the five Crosley outlets. Records to right and left of Mr. Dunville are special promotion pieces with a message to advertisers and agencies.

BUSINESS IS GOOD

KOMA Oklahoma City is sending to agencies and advertisers a green and white promotional folder which describes, with illustrations, the many places radio may be heard. The cover speculates: "Somebody may have one under the bed." The 20 illustrations range from football games to factories, from kitchens to bathrooms. "No matter what you're doing, you have KOMA Radio," it is pointed out and "there's no substitute for the convenience of radio." The back cover scoffs at recession talk, at least in Oklahoma. Using an AP report coupled with financial and sales statistics, KOMA claims that, in Oklahoma, business is better than it was last year.

NAME THE LURE

FREE week-long vacation at Missouri's Lake of the Ozarks was the top prize in a contest conducted by Sam Molen, sports director for KMBC-AM-TV and KFRM Kansas City, Mo. The competition, featured on *The Outdoorsman* program, offered viewers a chance to name a new fishing lure.

NBC CLEVELAND 'FIRST'

THE SIMULCAST of the "Masters of Melody" concert orchestra brought greater Cleveland listeners and viewers bi-naural sound for the first time, according to NBC's WNBK (TV) and WTAM-AM-FM there who teamed up for the presentation. S. E. Leonard, engineer in charge of Cleveland's NBC stations, said best

How to Get THROUGH to an Important Audience!

When Leo Durocher decides to have a "talk" with an umpire whose vision and wisdom he questions, he sticks his amplifier right under the nose of his target's "receiver." He gets through. He has a strong, clear signal and while he may sometimes lose the rhubarb, he struts back to the bench certain-sure that his message was heard . . . by the guy who could do something about it. So it is with KEYSTONE BROADCASTING's seven hundred and forty-five HOMETOWN and RURAL radio stations. The signals are good and strong and with no costly WATTS spilling and splashing around the wide-open spaces. KBS puts your message on the target and the target is more than 50 million families you can reach quicker, cheaper and better than any other way we know. And if you want a test run on KBS, give us your line-up and we'll build you a network to your specifications. You'll find KEYSTONE audiences will bat "clean-up" for you inning after inning.

●WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

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111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Scholl Mfg. Co. (Participating) Nick Carter (497)	American Forum of the Air
6:15	Paul Harvey Belltone			
6:30	Co-op George Sokolsky	Summer In St. Louis	Mutual Benefit On the Line with Bob Considine (546)	NBC Concert Orchestra
6:45	Quincy Howe		Harry Wismer Sports (355) General Tire	
7:00		Juke Box Jury	Rod & Gun Club–Co-op	
7:15				
7:30		Toni Juke Box Jury (205)	Wonderful City	Conversation
7:45	Highway Frolics	Juke Box Jury (susst.)		
8:00		Gary Crosby Show	Hawaii Calls	
8:15				
8:30		Philip Morris My Little Margie (144) R	Enchanted Hour	
8:45				Co-op Sunday with Dave Garroway
9:00	Lorillard Taylor Grant		The Army Hour	
9:15	Frank Conniff	Kraft Theatre		
9:30	Highway Frolics (Cont'd)	(9/5)	London Studio Melodies	
9:45				
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Co-op Men's Corner	Inheritance
10:15	Geo. Hamilton Combs	Man of the Week	Hazel Markel Co-op	
10:30	The Assemblies of God "Revival Time"	U N Report	Little Symphonies	Meet the Press
10:45		John Derr Sports		
11:00	Moods in Melody	News	Co-op Ed Pettitt	News from NBC
11:15 PM		Dance Orchestra	Winnepeg Sunday Concert	No Network Service

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn Ernie M-F	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
7:30			Gabriel Heatter	Miles Labs News of World (166)
7:45	Gen. Mills, Lone Ranger (153)	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
8:00	General Motors Henry Taylor (159)	Toni & Carter My Friend Irma (200)	The Falcon *	Hollywood Bowl Concerts thru 9/13
8:15	American Music Hall			
8:30	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	
8:45				
9:00	Camaratta Music Show	Liggett & Myers Gunsmoke (195)	Johns Manville Bill Henry 9:05 Spotlight Story	Bell Telephone Telephone Hour (185) R
9:15			9:15-25 Newsreel	
9:30	Sammy Kaye	Wrigley Gangbusters (195) LB 8/9	9:25-9:30 Miller News, Miller Brewing Co. (421)	Cities Service Band of America (113) N
9:45		Robt.Trout, News Chevrolet (197)	Co-op Reporters Roundup	
10:00	Co-op Headline Edition	Mr. Keen	A. F. of L. Frank Edwards (189)	Fibber McGee & Molly *3-Plan
10:15	Turner Calling	M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
10:30	Martha Lou Harp		Distinguished Artists Series	Two in the Balcony
10:45				
11:00	Songs by Dini	News	Co-op Ed Pettitt News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro.Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni Tenn. Ernie (205)	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
7:30	General Mills Silver Eagle		Gabriel Heatter	Miles Labs. News of World (168)
7:45		Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time (245)	Toni Co. One Man's Family (182)
8:00		Amana People Are Funny (172) (alt. wks.)	Mickey Spillane Mystery *	It Happens To You S
8:15	Jack Gregson			
8:30		Suspense	(Co-op) High Adventure	Barrie Craig
8:45				
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Johns Manville Bill Henry 9:05 Spotlight Story	Liggett & Myers Dragnet (197)
9:15		Tu-F 9:30-55 Jack Carson	Co-op Newsreel	
9:30	Chr. S. Publ. Co. Irwin D Canham (20)	Robt.Trout, News Chevrolet (197)	Search That Never Ends	W. W. Chaplin News
9:45			9:55-10 (404) Lorne Greene	Crime and Peter Chambers 9:35-10
10:00	Co-op Headline Edition	Mr. Keen	A F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
10:15	Turner Calling		Manhattan Crossroads Co-op	Heart of the News
10:30	Martha Lou Harp	Straw Hat Concert	Co-op State of the Nation	Stars from Paris
10:45				
11:00	Chautauqua Story	News	Co-op Ed Pettitt-News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	
10:45				
11:00	Marines in Review	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	Collector's Item
11:15			Merry Mailman Co-op	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Pan-American Union	The Leading Question	Studio Concerts	Music for Thought
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op John T. Flynn Show	
1:00	Churches of Christ Herald of Truth (198)	Bob Trout Chevrolet (205)	Wings of Healing Global Frontiers	Man's Right to Knowledge
1:15		World Music Festival	World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	ReaLemon Tu & Th S M-W-F Breakfast Club (290)	Co-op News	Co-op Robt. Harleigh	No Network Service
9:15	Swift & Co. Breakfast Club (298) R	No Service	Easy Does It	
9:30	Philco, M-W-F Quaker Tues. & Thurs.	Bristol-Myers Campana Godfrey (192) R	Barbara Welles	
9:45	Sterling Drug My True Story (212)	Minn. Mining Kellogg, Adolph's Godfrey (199) R	Co-op Cecil Brown	The Bob Smith Show S
10:00	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Intl. Celluc. Frigidaire-Arthur Godfrey (198) R	Allen Prescott	
10:15	When A Girl Marries (165) Carnation Co.	Toni, Star-Kist Godfrey (203) R Kellogg	10:30 S. C. Johnson News 10:35-11 Johnny Olsen Show	Miles Labs Break the Bank
10:30	Mdrn. Romances M—Cats Paw Tu-F—sust.	National Biscuit Lever Godfrey (201) R		C-P-P Strike It Rich (179)
10:45	Ever Since Eve	Pillsbury (206) R Toni	Florida Calling with Tom Moore	
11:00	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day Lattuce Inc. Sust.—Tu&Th	C-P-P The Phrase that Pays (183)
11:15	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	Second Chance *3-Plan
11:30	Valentine	General Foods Wendy Warren (159)	Down at Holmsey's	Pauline Frederick Reporting
11:45	Okla. Wranglers 12:15-12:25	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	
12:00 N	Jack Berch Prudential 12:25-12:30	Whitehall Helen Trent (186)	12:26-12:30 Tu. & Th. (428) Miller News, Miller Brewing Co.	No Network Service
12:15 PM	N.S.A.	Whitehall Our Gal Sunday (179)	12:30-1 No Service	
12:30	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
12:45	Co-op Tod Malone	P&G Oxydol Ma Perkins (167)	Ray Heatherton	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM		Co-op News		Skelly Oil This Farming Business (30)
9:15		Galen Drake	No Network Service	
9:30	Co-op No School Today	St. Loris Melodies		Egbert & Ummly 8:30-9:30
9:45		Co-op Garden Gate	9:30-9:35 S. C. Johnson News	
10:00	(10-10:30) Table Products, Inc.	Galen Drake	No Network Service	Eddie Howard's "Just For You" Show
10:15	Ralston & Nestles Alternate wks. Space Patrol (284)		10:30-10:35 Johnson News 10:35-11	
10:30		Nobi (160) R e b t. Q.	Country Cousins Corner	Pet Milk Mary Lee Taylor (144)
10:45	Platterbrains	TBA L e w i s	Helen Hall	
11:00		Helene Curtis (160)	No Service	
11:15	All-League Clubhouse S	Van Camp (160)	11:30 Johnson & Son News 11:35 U. S. Military Academy Band	Serenade to Romance
11:30		12-12:05 p.m. Shadel-News Dr. Scholl (188)		
11:45				
12:00 N	101 Ranch Boys S	12:05-30 Romance S	Farm Quiz	U.S. Marine Band
12:15 PM				
12:30	American Farmer S	Carnation, Stars Over Hollywood (291)	Transylvania Music Camp	U.S. Army Band
12:45				
1:00	Mary Hour S	Carter City Hospital (295)	Dance Orchestra	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15				

1:30 PM
1:45
2:00
2:15
2:30
2:45
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45 PM

FOR AUGUST 1954

THURSDAY

NBC	ABC	CBS	MBS
Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips
Co-op Allen-Hodges Sports Daily		Dwight Cook's Guest Book	
No Network Service	Budweiser Bill Stern	No Service	
Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R	
Alex Drier Man on the Go Co-op	Vandercook CIO	Toni Tenn. Ernie (205)	Fulton Lewis jr.
No Network Service	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date
Miles Labs News of World (158)	General Mills Silver Eagle	Am. Oil-Hamm Ed. R. Murrow (98)	Murine (Alt. Wks.) Deepfreeze Appliance (521) Gabriel Heatter
RCA Victor One Man's Family (199)			The Coca-Cola Co Coke Time
News Game	Jack Gregson	Meet Millie	Official Detective *
Spend A Million S 7 7 thru 8 25		That's Rich	Co-op Crime Fighters
DeSoto Plymouth Dealers, The Best of Groucho (191)	Sammy Kaye	On Stage with Cathy & Elliott Lewis	Johns Manville Bill Henry 9:05 Spotlight Story
			Co-op News Reel
Amer. Cig. & Cig. Big Story (192)	Paul Whiteman Varieties	Jack Carson	Author Meets the Critics
		Robt. Trout, News Chevrolet (197)	
Fibber McGee & Molly *3-Plan	Co-op Headline Edition	Mr. Keen	A. F. of L. Frank Edwards
Heart of the News	Turner Calling	M-F Dance Orchestra	Manhattan Crossroads Co-op
Keys to the Capital	Front & Center		Musical Caravan
No Network Service	Indoors Unlimited	News	Co-op Ed Pettitt-News
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights

NBC	ABC	CBS	MBS
News	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips
Co-op Allen-Hodges Sports Daily		Dwight Cook's Guest Book	
No Network Service	Budweiser Bill Stern	No Service	
Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R	
Alex Drier Man on the Go Co-op	Vandercook CIO	Toni Tenn. Ernie (205)	Fulton Lewis jr.
No Network Service	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date
Miles Labs News of World (158)	Gen. Mills, Lone Ranger (153)	Am. Oil-Ford Ed. R. Murrow (199)	Union Pharmaceutical Co. (471) Gabriel Heatter
Toni Co. One Man's Family (182)			In the Mood
Dodge Bros. Roy Rogers Family Program (200)	Jack Gregson	Mr. Keen	Countersp *
Dr. Sixgun S		Bristol-Myers Godfrey Digest (205)	Co-op Take a Number
		Godfrey Digest	
Adventures of the Scarlet Pimpernel	Sammy Kaye	Arthur Godfrey Digest	Johns Manville Bill Henry 9:05 Spotlight Story
			9:15-25 Newsreel
W. W. Chaplin News 9:30-35	The World We Live In	Jack Carson	9:25-30 Miller News, MillerBrewingCo.
Senor Ben 9:35-10		Robt. Trout, News Chevrolet (197)	Have A Heart
Fibber McGee & Molly *3-Plan	American Sports Page	Mr. Keen	A. F. of L. Frank Edwards
Heart of the News		M-F Dance Orchestra	Manhattan Crossroads Co-op
Jane Pickens Show Co-op	Capitol Concerts		Fall Out
No Network Service	Frank & Jackson	News	Co-op E. D. Pettitt News
News of the World Morgan Beatty	Sports Report	Dance Orchestra	U.N. Highlights

NBC	ABC	CBS	MBS
Kaltenborn	Pan American Union	Lou Cioffi	Grunfeld's Musical Almanac
Co-op Allen-Hodges Sports Daily		Memo From UN	
No Network Service	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date
Sun Oil Co. 3-Star Extra (34)	Co-op Sports Afield with Bob Edge	Daniel Schorr	6:55 Johnson-News Repeat
Alex Drier Man on the Go Co-op	Show Time Review	Capitol Cloakroom	Co-op Sam Levine
No Network Service	The 3 Suns		Co-op Report from Washington
Miles Labs News of World (158)	Dinner At The Green Room S	Dance Orchestra	Keep Healthy
One Man's Family	8:00-8:05 ABC News		The Globe-Trotter
Hear America Swingin', 8-10:-8-8:30 Stars in Action		Escape	True or False
W.W.Chaplin News 8:30-35	Dancing Party S	Night Watch	Magic Valley Jamboree
TBA		P. Lorillard Two For The Money (208)	(Co-op) New England Barn Dance Jamboree
Stars in Jazz		Saturday Night Country Style	Lombardoland U.S.A. S
W. W. Chaplin News 9:30-35		10-10:05 Daniel Schorr	
All Star Parade of Bands 9:35-10	Voice of America	Saturday Night Country Style	Chicago Theatre of the Air S
Fibber McGee & Molly *3-Plan			
Heart of the News			
Listen to Washington	Music	Dance Music	
No Network Service	Martha Lou Harp	News	Co-op Ed Pettitt
News of the World Morgan Beatty	Orchestra	Dance Orchestra	Dance Orchestra

NBC	
George Hicks News	6:00 PM
H. V. Kaltenborn News Co-op	6:15
Showcase	6:30
	6:45
Spotlight on Paris	7:00
	7:15
	7:30
	7:45
The Big Preview	8:00
	8:15
	8:30
	8:45
	9:00
	9:15
R. J. Reynolds Grand Ole Opry (93)	9:30
	9:45
Dude Ranch Jamboree	10:00
	10:15
Pee Wee King Show Co-op	10:30
	10:45
News from NBC	11:00
No Network Service	11:15 PM

MONDAY - FRIDAY

MBS	NBC	ABC	CBS
Lutheran Hour (479)	U. of Chicago Roundtable	Closed Circuit	P&G Grisco Dr. Malone (163)
			P&G Duz Guiding Light (161)
	The Catholic Hour	No Network Service	GF Swan-Cal. Mrs. Burton (146)
Bandstand USA			P&G Tide Perry Mason (173)
	Youth Wants To Know		Toni & Bristol Myers Nora Drake (197)
			P&G Ivory Fl. Brighter Day (177)
U. S. Marine Band	The Golden Hour with David Ross	The Martin Block Show 2:35-4	Miles Labs Hilltop House (147) R
			Lever, Kellogg Housecarly * (182) R
			Pillsbury House Party (194) R*
CBC Symphony Orchestra			Mike & Buff
		Reed Browning Show 4-4:25	No Service
		Treasury Bandstand	4:55-5 News
Flight in the Blue	Weekend (Radio "Sunday Newspaper") Participating See Note	Co-op Austin Kiplinger	No Service
The Shadow Harrison Prods. Inc.		Art and Dotty Todd	
R. J. Reynolds (550) (Both Participating)		Gloria Parker	
True Detective Mysteries		Musical Express	Miles Labs Curt Massey Time (149) R
5:54-6:00 State Farm Mut. G. Brown			

MBS	NBC	CBS	MBS
Ray Heatherton	No Network Service	Vincent Lopez Show S	Co-op Ruby Mercer Show
Wonderful City		Let's Pretend	
2:25 Johnson & Son, News		Syncopation Piece	2:25 Johnson News
Luncheon with Lopez		Dance Music	Sports Parade
Ruby Mercer Co-op	P&G Welcome Travelers	Festival	Bandstand U.S.A.
	P&G Pepper Young (166)		
	P&G Right to Happiness (163)		Sloan Simpson Show
No Network Service	P&G Backstage Wife (175)		
Mutual Music Show	Sterling MWF Toni Tu-Th Stella Dallas (182)	Chautauqua Symphony	Salute to the Nation
Charlie and John	Sterling M-W-F Toni (Tu-Th) Widder Brown (182)		Mac McGuire Show
	Manhtn. Soap Woman in My House (188)		
	Just Plain Bill	Horse Races	5:00 Teen-agers Unlimited
Bobby Benson Show	C-P Lorenzo Jones (191)		
	Front Page Farrell	Labor & Management	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins.
	It Pays To Be Married *3-Plan		5:55 Johnson News

SATURDAY

CBS	MBS	NBC
Allan Jackson Chevrolet (205)		All Star Parade of Bands
Report From Overseas		
Adv. in Science		
Farm News		
World Assignment		
Operation Music		Road Show 2 to 6 p. m. (2½ min. local spot announcements each half-hour)
Treasury Band Stands		
Allan Jackson Chevrolet (205)		
Washington U.S.A. 5-5:30		
Saturday at the Chase		

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News, (332).
10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Texas Co. sponsors 13 five-minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
12-12:05 p.m., Sat., Dr. Scholl—Bill Shadel 188
3:15- 3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Bauer & Black—Houseparty 171
3:30- 3:15 p.m. M-Th Pillsbury—Houseparty 194
Arthur Godfrey Cllents 10-11:30 a.m.
Godfrey 10-10:15 a.m. Bristol Myers, M-W alt. F; Campana T-Th alt. F.
10-10:15 a.m., Minn. Mining, M-W alt. F; Kellogg Tu-Th; Adolph's Ltd. alt. F.
10:15-30 a.m., Knomark M-F alt. days.
10:30-45 a.m., Int. Cellucotton M-W alt. F. Gen. Motors, Frigidaire, Tu-Th alt. F.
10:45-11 a.m., Star Kist, M-W alt. F. Toni, Tu-Th., Kellogg, alt. F.
11-11:15 a.m., Lever Bros., M-W alt. F. National Biscuit, Tu-Th alt. F.
11:15-30 a.m., Pillsbury Mills, M-Th alt. F. Toni alt. F.
General Motors Chevrolet, Robert Trout, M-F, 9:55-10 p.m.
General Motors—Chevrolet, Robert Trout—News, 9:55-10 a.m.; 1-1:05 p.m.; 2:30-35 p.m.; 5:55-6 p.m.
Sat., Allan Jackson: 1:30-35 p.m.; 3-3:05 p.m.; 4:55-5 p.m.

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
Lemon Products—M-F.
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
Multi-Message Plan Participants—
Bridgeport Brass Co., Aer-O-Sol Div., Wed., Thurs. & Fri.
Pan American Coffee Bureau (Tues. & Thurs.)
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (281; Three-Plan:
Lewis-Howe, Liggett & Myers, Carter Products & RCA, Fibber McGee & Molly; Second Chance; It Pays to Be Married.

July 26, 1954

results are achieved on an equilateral triangle arrangement with the tv set at one angle and a radio set at the other; the viewer forms the third angle. If desired, an fm receiver may be placed in the middle of the triangle leg between the tv set and radio. The result, according to Mr. Leonard, "is natural hearing . . . an entirely new quality of sound, much as if the hearer were listening in the presence of the orchestra under natural conditions."

WAAM (TV) FILMS EXPLOSION

WAAM (TV) Baltimore reports it originated for the ABC-TV network "the first sound-on film interviews with participants and eyewitnesses to the Chestertown (Md.) fireworks plant explosion which claimed 11 lives." WAAM claims its newsmen and cameraman were on the scene less than three hours after the first blast and several hundred feet of film were shot. WAAM edited the complete footage the following day for a special *Report From Chestertown* program.

WFIL (TV) CLAIMS 'BEAT'

WFIL (TV) Philadelphia chartered a plane to fly its newsreel cameraman Harold Hodgeman to Chestertown, Md., for on-the-spot films of the fireworks-munitions plant explosion, scoring a beat on even network news films, according to that station. Jack Hyland, WFIL publicity director, reports that Mr. Hodgeman's films were developed at the station and telecast on the 6:45 p.m. *RCA Victor Television Newsreel* show, giving the station a 45-minute beat on the network news shows and a several-hour lead over other local stations.

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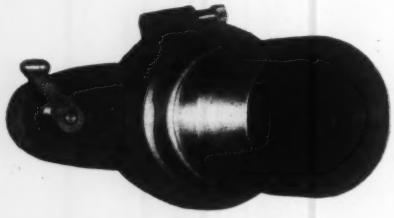

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Station Authorizations, Applications
(As Compiled by B • T)

July 15 through July 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through July 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,587	2,572	144	164	129
Fm	558	533	42	8	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	248	308	556
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	259	120	379
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	922	337	714	526	1,241[3]
Educational	55		28	27	55
Total	977	337	742	553	1,296[4]

[1] **Eighty-nine CPs (16 vhf, 73 uhf) have been returned.**
[2] **One applicant did not specify channel.**
[3] **Includes 32 already granted.**
[4] **Includes 588 already granted.**

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANT

Tulsa, Okla.—Okla. Educational Tv Authority granted noncommercial educational vhf ch. 11 (198-204 mc); ERP 75.9 kw visual, 45.7 kw aural; antenna height above average terrain 1,270 ft., above ground 1,133 ft. Estimated construction cost $233,826, first year operating cost $31,160. Post Office address % John W. Dunn, State Capitol, Okla. City, Okla. Studio and transmitter location 6.4 miles WNW of center of Tulsa and 1.9 miles N of Osage-Tulsa County line. Geographic coordinates 36° 11′ 26″ N. Lat., 96° 05′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer George C. Davis, Washington. Principals include Chairman **Charles Franklin Spencer,** president East Central State College, Ada, Okla.; Vice Chairman **Rex E. Pettijohn.** and Secretary-Treasurer **J. B. Harper,** attorney. Applicant proposes to lease transmitter site from vhf ch. 6 KOTV (TV) Tulsa. Granted July 21.

APPLICATIONS

Birmingham, Ala.—Alabama Educational Tv Commission (WEDM [TV] Munford), noncommercial educational vhf ch. 10 (192-198 mc); ERP 30.8 kw visual, 18.5 kw aural; antenna height above average terrain 528 ft., above ground 187 ft. Estimated construction cost $500, first year operating cost $30,000. Post Office address 714 Protective Life Bldg., Birmingham. Studio and transmitter location Red Mountain, Birmingham. Geographic coordinates 33° 29′ 20″ N. Lat., 86° 47′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring Assoc., Washington. Principals include President **Raymond D. Hurlbert** and Secretary **Thomas D. Russell,** secretary-14.4% stockholder WRLD-AM-FM Lanett, Ala., owner of WRFS-AM-FM Alexander City, Ala., and 16⅔% stockholder WCFS Covington, Ga. Applicant will be furnished technical equipment and physical plant by WBRC-TV Birmingham. Filed July 13.

Onondaga, Mich.—Michigan State Board of Agriculture, Michigan State College (WKAR-AM-FM-TV East Lansing) vhf ch. 10 (192-198 mc); ERP 316 kw visual, 166.8 kw aural; antenna height above average terrain 1,070 ft., above ground 1,104 ft. Estimated construction cost $453,115, first year operating cost $350,000. Post Office address East Lansing, Mich. Studio location to be determined. Transmitter location Rossmen Rd., Onondaga. Geographic coordinates 42° 26′ 33″ N. Lat., 84° 34′ 21″ W. Long. Transmitter and antenna RCA. Legal counsel Maurice Barnes, Washington. Consulting engineer W. L. Foss Inc., Washington. Michigan State Board of Agriculture is governing board of Michigan State College of Agriculture and Applied Science. Applicant has petitioned FCC to allocate this channel for educational use. If petition is denied, applicant will operate the station on a noncommercial basis. Principals include President **John A. Hannah;** Secretary **Karl H. McDonel** and Treasurer **Philip J. May.** Filed July 13.

APPLICATION DISMISSED

Birmingham, Ala.—Birmingham Area Educ. Tv Assoc. FCC dismissed bid for new tv station on reserved ch. 10 at request of applicant. Dismissed July 16.

Existing Tv Stations . . .

ACTIONS BY FCC

WTHI-TV Terre Haute, Ind.—Wabash Valley Bcstg. Co. granted STA to operate commercially on ch. 10 for the period ending Aug. 12. Granted July 14; announced July 20.

WKNX-TV Saginaw, Mich.—Lake Huron Bcstg. Corp. granted mod. of CP for ch. 57 to change ERP to 178 kw visual, 93.3 kw aural; antenna height above average terrain 446 ft. Granted July 12; announced July 20.

WCET (TV) Cincinnati, Ohio—Greater Cincinnati Tv Educational Foundation granted STA to operate noncommercial educational ch. 48 to provide program service pending filing of license application. Granted July 14; announced July 20.

WILK-TV Wilkes-Barre, Pa.—Wyoming Bcstg. Co. granted mod. of CP for uhf ch. 34 to change ERP to 794 kw visual, 398 kw aural; antenna height above average terrain 1,100 ft. Granted July 16; announced July 20.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp. granted mod. of CP for ch. 7 to change ERP to 89.1 kw visual, 53.7 kw aural; transmitter location to 1.8 miles NE of Wausau; antenna height above average terrain 460 ft. Granted July 14; announced July 20.

APPLICATIONS

KOVR (TV) Stockton, Calif.—Television Diablo Inc. seeks mod. of CP for ch. 13 to change transmitter location to top of Mt. Diablo, 8½ miles E of Walnut Creek; studio location to 225 W. Miner St., Stockton; antenna height above average terrain 3,244 ft. Filed July 15.

WCTV (TV) Thomasville, Ga.—E. D. Rivers Sr. seeks mod. of CP for ch. 6 to change ERP to 100 kw visual, 50 kw aural; studio and transmitter location to 1.7 miles NE of center of Thomasville; antenna height above average terrain 367 ft. Filed July 15.

WWJ-TV Detroit, Mich.—The Evening News Assn. seeks mod. of CP for ch. 4 to change ERP to 97 kw visual, 50 kw aural; antenna height above average terrain 1,007 ft. Filed July 15.

WTVN (TV) Columbus, Ohio—WTVN Inc. seeks mod. of CP for ch. 6 to change transmitter location to Obetz Rd. between Parsons Ave. and Lockbourne Rd.; aural ERP to 60 kw; antenna height above average terrain 567 ft. Filed July 20.

WOAY-TV Oak Hill, W. Va.—Robert R. Thomas Jr. seeks mod. of CP for ch. 4 to change ERP to 100 kw visual, 68.87 kw aural; antenna height above average terrain 745 ft. Filed July 15.

STATION DELETED

KSPR-TV Casper, Wyo.—Donald Lewis Hathaway. FCC deleted tv station on ch. 2 at request of attorney. Deleted July 15.

CALL LETTERS ASSIGNED

WEAT-TV West Palm Beach, Fla.—WEAT-TV Inc., vhf ch. 12.

KLRJ-TV Henderson, Nev.—Southwestern Pub. Co., vhf ch. 2.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc., vhf ch. 2.

New Am Stations . . .

ACTIONS BY FCC

Cortez, Colo.—Jack W. Hawkins & Barney H. Hubbs granted 740 kc 250 w daytime. Post office address P. O. Box 469, Pecos, Tex. Estimated construction cost $17,650, first year operating cost $30,000, revenue $36,000. Principals include **Jack W. Hawkins** (50%), 50% interest KIUN Pecos, Tex.; 25% interest KRAG Odessa; KVLF Alpine, and KVKM Monahans, all Tex.; **Barney H. Hubbs** (50%), real estate, ⅔ owner *Pecos Enterprise*, and holds identical interests with Mr. Hawkins in all the above listed stations. Granted July 21.

Warner Robins, Ga.—Warner Robins Bcstg. Co. granted 1350 kc, 1 kw daytime. Post office address % H. Lee Miller, Warner Robins. Estimated construction cost $18,400, first year operating cost $25,000, revenue $35,000. Principals include in equal partnership, **H. Lee Miller,** banking; **D. L. Fountain,** clothing and banking, and **W. T. Giles,** clothing and banking. Granted July 21.

Marksville, La.—Avoyelles Bcstg. Corp. granted 1370 kc 1 kw daytime. Estimated construction cost $16,244 first year operating cost $24,000, revenue $38,000. Principals include President **W. L. Billups** (99.92%), oil and petroleum products. Vice President **Chester J. Coco** (0.04%), attorney, and Secretary-Treasurer **Clarence E. Powell** (0.04%), accountant. Post office address % C. J. Coco, Box 506, Marksville, La. Granted July 21.

Malden, Mo.—Charles W. Craft granted 1470 kc, 1 kw daytime. Post office address % Craft Motor Co., Jonesboro, Ark. Estimated construction cost $19,685, first year operating cost $29,500, revenue $38,000. Mr. Craft is associated with an auto agency and farm machinery company. Granted July 21.

St. Louis, Mo.—Sam Johns d/b as St. Louis Bcstg. Co. granted 1600 kc, 1 kw daytime. Post office address 221 E. Kentucky St., Blytheville, Ark. Estimated construction cost $30,980, first year operating cost $57,636, revenue $90,000. Mr. Johns is owner of Blytheville restaurant, liquor store and recreation parlor. Granted July 21.

Longview, Wash.—W. Gordon Allen & John Truhan d/b as Altru Bcstg. Co. granted 1220 kc, 1 kw daytime. Post office address 260 Hansen Ave., Salem, Ore. Estimated construction cost $13,300, first year operating cost $60,000, revenue $75,000. Principals in equal partnership are **W. Gordon Allen,** president-59.1% stockholder KGAL Lebanon, Ore., ⅓ partner KGAE Salem, Ore., and owner of KRGA Springfield, Ore.; and **John Truhan,** ⅓ partner KGAE and 21% stockholder KSGA. Granted July 21.

APPLICATIONS

Elkhart, Ind.—Clarence C. Moore, 1220 kc, 1 kw daytime. Post office address P. O. Box 123, Route 4, Elkhart. Estimated construction cost $3,100, first year operating cost $48,000, revenue $60,000. Mr. Moore is owner of International Radio & Electronics Corp., builder of electronic equipment. Filed July 15.

North Vernon, Ind.—Dorrell Ochs, 1460 kc, 500 w daytime. Post office address 62 E. Walnut St., North Vernon. Estimated construction cost $15,735, first year operating cost $24,000, revenue $48,000. Mr. Ochs is in the retail auto supply business. Filed July 14.

APPLICATIONS AMENDED

The Dalles, Ore.—Radio Mid-Columbia Inc. amends bid for new am station on 1540 kc 500 w unlimited, directional to specify 1490 kc 250 w. Filed July 16.

Salt Lake City, Utah—Ralph Elwood Winn tr/as Seagull Bcstg. Co. amends bid for new am station on 1050 kc 1 kw daytime to specify 1370 kc. Filed July 15.

APPLICATION DISMISSED

Roseville, Calif.—Melvin D. Marshall, Aldine T. Marshall, John C. MacFarland and Jean G. MacFarland d/b as Roseville Radio. FCC dismissed bid for new tv station on 790 kc 500 w daytime. Dismissed July 19.

Existing Am Stations . . .

ACTIONS BY FCC

WALB Albany, Ga.—Herald Pub Co. granted mod. of license to change studio location to 0.5 mile N of Albany, near intersection of Greenwood & Stewart Sts. Granted July 14; announced July 20.

WKAM Warsaw, Ind.—Kosciusko Bcstg. Corp. granted CP to change from 1220 kc 250 w daytime to 1460 kc 500 w daytime and move studio and transmitter to Goshen, Ind. Granted July 21.

WRZE York, Pa.—White Rose Bcstg. Co. granted extension of STA to operate from 6 p.m. to 11:30 p.m. for the period ending Sept. 20. Granted July 14; announced July 20.

APPLICATIONS

WWWB Jasper, Ala.—Bankhead Bcstg. Co. seeks CP to change from 1240 kc 250 w unlimited to 1360 kc 1 kw daytime. Filed July 15.

WSLM Salem, Ind.—Don H. Martin seeks CP to change from 250 w to 1 kw on 1220 kc. Filed July 19.

KXOL Ft. Worth, Tex.—Ft. Worth Bcstg. Co. seeks CP to increase daytime power from 1 kw to 5 kw on 1360 kc. Filed July 15.

Existing Fm Stations . . .

ACTION BY FCC

WBYS-FM Canton, Ill.—Fulton County Bcstg. Co. granted STA to remain silent for period beginning April 15 and ending Oct. 15. Granted July 14; announced July 20.

Ownership Changes . . .

ACTIONS BY FCC

WSGN-AM-FM Birmingham, Ala. — Jemison Bcstg. Co. granted voluntary transfer of control through sale of all stock to wholly owned company, Tepper Brothers Inc., for $25,000. Principals include President **Robert M. King;** Vice President **Cly de Reagen,** and Secretary **W. B. White Jr.** Granted July 12; announced July 20.

WKAI Macomb, Ill.—Macomb Bcstg. Co. granted voluntary transfer of control to William E. Schons and Edward Schons through sale of 60% interest for $22,028. Messrs. Edward and William Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., will each now own 50% interest. Granted July 21.

KLIL Estherville, Iowa—Estherville Bcstg. Corp. granted voluntary transfer of control to Edward Schons and William E. Schons through sale of 50% interest for $19,000. Messrs. Edward and William Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., will each now own 50% interest. Granted July 21.

KXGI Ft. Madison, Iowa—KXGI Inc. granted voluntary transfer of control to J. R. Livesay, R. Karl Baker and Greg Rouleau through sale of all stock for $44,000. Principals include **J. R. Livesay** (⅓), president-general manager-50.5% stockholder WLBH-AM-FM Mattoon, Ill., and president-33.7% stockholder WHOW Clinton, Ill.; **R. Karl Baker** (⅓), general manager-10% stockholder WLOS-AM-FM Jacksonville, Fla., and **Greg Rouleau** (⅓), general manager KXGI. Granted July 21.

WHYN-AM-FM-TV Springfield, Mass.—Hampden-Hampshire Corp. granted voluntary transfer of negative control (50%) to Republican Tv Inc. for $250,000. Beneficial owners of Republican Tv Inc. are the *Republican-Daily News* Employes Beneficial Fund and *Springfield Union* Employes Beneficial Fund, both of Springfield. Granted July 21.

THE TURNER 50D-TV ARISTOCRAT

A new dynamic microphone—distinguished by its modern, inconspicuous appearance—distinguished by its oustanding reproduction of voice and music—distinguished by its realistic price, $125.00. Response range, 50 to 15,000 cps. Level, -56 db at high impedance. Complete with matching stand, built-in shockmount. Please mail this coupon for complete specifications and information.

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Station_____

Address_____

City_____ Zone_____ State_____

WJXN Jackson, Miss.—Jackson Bcstg. Co. granted transfer of control from J. D. Bishop and others to James T. Ownby through sale of 5/6 interest for $5,000. Mr. Ownby will now be sole owner. Granted July 21.

WMRA Myrtle Beach, S. C.—Elizabeth Evans granted voluntary assignment of license to Coastal Carolina Bcstg. Corp. for $28,000 and assumption of obligations totaling $5,000. Principals include President **Olin Tice Jr.** (⅓), CBS announcer and president-stockholder WJOT Lake City, S. C.; Vice President **Hugh E. Holder** (⅓), CBS announcer, and Secretary-Treasurer **George Henry Breinvogel** (George Bryan) (⅓), CBS announcer. Granted July 21.

KRCO Prineville, Ore.—Radio Central Oregon granted voluntary acquisition of negative control by N. A. Miksche through sale of ⅓ interest by Lucile M. Kelly. Mr. Miksche will now own 50% interest. Granted July 14; announced July 20.

WHAR Clarksburg, W. Va.—Mountain State Bcstg. Co. granted assignment of license to WHAR Inc. for $90,000. Principals include President-Secretary **Walter Patterson** (50%), vice president WKHM Jackson, Mich., and **Robert K. Richards** (50%), former NARTB administrative vice president. Mr. Glacius G. Merrill is retained as consultant for 8 years for $20,000. Granted July 21.

WKYR Keyser, W. Va.—Potomac State Bcstg. Co. granted assignment of license to WKYR Inc. for $45,000. Principals include President-Secretary **Walter Patterson** (50%), vice president WKHM Jackson, Mich., and Vice President-Treasurer **Robert K. Richads** (50%), former NARTB administrative vice president. Mr. Glacius G. Merrill is retained as a consultant for 8 years for $20,000. Granted July 21.

KODI Cody, Wyo.—Absaroka Bcstg. Co. granted voluntary transfer of control to Free Enterprise through sale of all stock for $25,000. Principals include President **Paul Stock** (50%), rancher, and **Glenn E. Nielson** (50%), oil exploration and production. Granted July 21.

APPLICATIONS

WNMP Evanston, Ill.—Evanston Bcstg. Co. seeks voluntary transfer of control from James M. Mactaggart and Fred S. Newton to Angus D. Pfaff through sale of ⅔ interest for $50.000. Mr. Pfaff, president-treasurer-½ owner WTLE (TV) Evanston, will now be sole owner. Filed July 13.

KCRI-AM-TV Cedar Rapids, Iowa—Cedar Rapids Tv Co. seeks voluntary transfer of control to *Cedar Rapids Gazette* through sale of 70% interest for $101,500. Principals include President **James N. Fawlkes** (16⅔%); **Robert Colder Davis** (12½%); **Mary Anne Holt Rutherford** (12½%), and **Verne Marshall** (8⅓%). Filed July 15.

WPTX Lexington Park, Md.—Patuxent Radio Inc. seeks voluntary transfer of control to W. K. Ulerich and 5 others through sale of approximately 65% interest for $10,000. Principals include President **William K. Ulerich** (11.9%), president WCPA Clearfield, Pa., WAKU Latrobe, Pa., and WJCM Seabring, Fla., president-stockholder WMAJ State College, Pa., and 52% stockholder WDAD Indiana, Pa.; **Lewis F. Beard** (11.9%), auto dealer; **Joseph Milsop** (11.9%), manager WCPA; **Joseph Connolly** (11.9%), vice president WCAU Philadelphia; **Mrs. J. D. Joplin** (11.9%), 16% stockholder WDAD, and **Charles Rutledge** (6%), commercial manager WPTX. Filed July 15.

WOND Pleasantville, N. J.—Pioneer Bcstrs. Inc. seek voluntary transfer of control to Harlan G. Murrelle & Assoc. through sale of all stock for $30,000. Principals include President **Harlan G. Murrelle** (⅙), printing and publishing; **Donald Simmons** (⅙), garment manufacturer; **Albert E. Theetge** (⅙), auto dealer; Secretary-Treasurer **Myron W. LaBarr** (⅙), accountant; **John T. Stethers** (⅙), and **Thompson K. Cassel** (⅙), owner WATS Sayre, Pa., partner WTVE (TV) Elmira, N.Y., applicant for new am station at Elmira and vice president-25.8% stockholder WCHA-AM-FM-TV Chambersburg, Pa. With the exception of Mr. Cassel, the other principals are associated in the ownership of *Ocean City* (N. J.) *Sentinel-Ledger* and *Renova* (Pa.) *Daily Record*. Filed July 14.

WPGH Pittsburgh, Pa.—Pittsburgh Bcstg. Co. seeks voluntary transfer of control to John W. Kluge and Marcus J. Austad through sale of all stock for $37,000 and assumption of notes for $10,933. Principals include **John W. Kluge** (88%), president-majority stockholder WGAY Silver Spring, Md., KXLW Clayton, Mo., WKDA Nashville, Tenn., secretary-treasurer WLOF Orlando, Fla., and treasurer-stockholder Mid. Fla. Tv Corp., applicant for ch. 9 at Orlando; **Marcus J. Austad** (12%), CBS radio announcer using professional name of Mark Evans. Filed July 15.

Hearing Cases . . .

OTHER ACTIONS

Am Proceedings Scheduled for Hearing—Aug. 23. Mid-Atlantic Bcstg. Co. (WMID), Atlantic City, N. J., et al.; Aug. 31, Wm. C. Moss (KSEY), Seymour, Tex.; Sept. 2, Minn. Valley Bcstg. Co. (KTOE), Mankato, Minn.; Sept. 8, Stillwater Pub. Co. (KSPI), Stillwater, Okla.; Sept. 14, Western Bcstg. Co. (KIFN), Phoenix, Ariz.; Sept. 16, Mercer Bcstg. Co., Trenton, N. J., et al.; Sept. 21, Hanford Bcstg. Co. of Calif. (KNGS), Hanford, Calif.; Sept. 23, Port Huron Bcstg. Co. (WLEW), Bad Axe, Mich.; Sept. 28, Phil Bird, Lawton, Okla., and Lawton Bcstg. Co., Lawton, Okla.; Sept. 29, Community Bcstg. Service Inc. (WWBZ), Vineland, N. J.; Sept. 30, Tupelo Bcstg. Co. (WELO), Tupelo, Miss.; Oct. 5, Key Bcstg. System Inc., Bay Shore, N. Y., et al.; Oct. 7, Hi Kinco Bcstrs., Point Pleasant, W. Va., and Ohio Valley On The Air Inc., Spencer, W. Va.; Oct. 13, Mid-Cities Bcstrs., Arlington, Tex., et al.; Oct. 15, Voice of Lake Tahoe, Zephyr Cove, Nev.; Oct. 19, Colorado City Bcstg. Co. (KVMC), Colorado City, Tex.; Oct. 26, Southern Indiana Bcstrs. Inc., Newburgh, Ind., and Mt. Vernon Bcstg. Co., Mt. Vernon, Ind.; Oct. 28, Richard Ray Cummins, Beaufort, N. C. Action July 15.

Broadcast Application Forms Revised—FCC revised forms for use in the international, experimental tv, experimental facsimile and developmental broadcast services were adopted today by a report and order in Docket 9192, with corresponding changes in Parts 1, 3 and 4 of the rules, effective Sept. 1. It involves changes in FCC Forms 309, 310 and 311 and deletion of Forms 312 and 318. Action July 21.

KCSJ Pueblo, Colo.—Star Bcstg. Co. FCC by memorandum opinion and order dismissed applications for mod. of license and renewal of license, effective Aug. 23, for lack of prosecution. Action July 21.

Hearing Calendar . . .

July 26

Central City, Ky.—New am, 1380 kc, before Examiner Hugh B. Hutchinson—L. L. Stone, A. E. Stone & R. G. Utely d/b as Central City-Greenville Bcstg. Co., Muhlenberg Bcstg. Co.

July 27

Hatfield, Ind.—Vhf ch. 9, before Examiner Thomas H. Donahue—WVJS, WOMI Owensboro, Ky.

July 29

Pittsburgh, Pa.—Vhf ch. 4, further hearing before Examiner Elizabeth C. Smith—KQV, WCAE, WLOA, Wespen Tv Inc., Irwin Community Tv Co.

Hastings, Neb.—Vhf ch. 5, before Examiner Charles J. Frederick—Seaton Pub. Co.

July 30

Petersburg, Va.—Vhf ch. 8, oral argument before Commission en banc—WSSV, Petersburg Tv Corp.

Shreveport, La.—Vhf. ch. 12, oral argument before the Commission en banc—KCIJ, KRMD, Shreveport Tv Co.

Routine Roundup . . .

July 15 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for extension of time to and including July 9, within which to file his exceptions to the initial decision in re applications of Southland Tv Co., et al. for ch. 12 in Shreveport, La. (Dockets 10522 et al.).

By Hearing Examiner Elizabeth C. Smith

Issued an order which shall govern the subsequent course of hearing in re applications of Loyola University, et al. for ch. 4 in New Orleans, La. (Dockets 8936 et al.).

By Hearing Examiner Annie Neal Huntting

Collier County Bcstrs. Inc., Naples, Fla.—Granted request for continuance of hearing in re am application, from July 22 to Aug. 23 (Docket 11044).

By Hearing Examiner Thomas H. Donahue

Owensboro On the Air Inc.; Owensboro Pub. Co., Hatfield, Ind.—On request of parties, continued from July 13 to July 27 the hearing re ch. 9 (Dockets 10982-83).

By Hearing Examiner Millard F. French

On petition by Mid-West T.V. Corp., Indianapolis, Ind., continued from July 12 and July 14 to Aug. 16 and Sept. 8, respectively, the dates for exchange of exhibits and taking of testimony in re applications for ch. 13 (Dockets 8906 et al.).

By Hearing Examiner Charles J. Frederick

Granted joint petition of City of Jacksonville, et al. applicants for ch. 12 in Jacksonville, Fla. (Dockets 10833 et al.), for continuance of taking of oral testimony from July 14 to July 21; Florida-Georgia Tv Co. shall present its case in chief first, followed by Jacksonville Bcstg. Corp. and the City of Jacksonville in that order, and Jacksonville shall release its exhibits to the other parties on July 16.

By Hearing Examiner Herbert Sharfman

Scripps-Howard Radio Inc.; Radio Station WBIR Inc.; Tenn. Television Inc., Knoxville, Tenn.—Granted petition of Scripps-Howard for additional time to file proposed findings now due July 19 in proceeding re ch. 10 (Dockets 10512 et al.), and such time is extended to July 26, with counter-findings, if any, due 15 days thereafter.

By Hearing Examiner Thomas H. Donahue

Granted joint motion of Queen City Bcstg. Co., et al. applicants for ch. 7 in Seattle, Wash., for extension of time from July 26 to Aug. 16 in which to file Proposed Findings, and the time for filing replies is extended from Aug. 9, to Aug. 30 (Dockets 9030 et al.)

July 15 Applications

ACCEPTED FOR FILING

Renewal of License

WCAO Baltimore, Md., The Monumental Radio Co. (BR-151); WFBR Baltimore, Md., The Baltimore Radio Show Inc. (BR-149); WDYK Cumberland, Md., The Western Md. Bcstg. Co. (BR-2381); WFMD Frederick, Md., The Monocacy Bcstg. Co. (BR-875); WCYB Bristol, Va., Appalachian Bcstg. Corp. (BR-1424); WFHG Bristol, Va., Bristol Bcstg. Co. (BR-1430); WCVA Culpeper, Va., Culpeper Bcstg. Corp. (BR-2246); WBTM Danville, Va., Piedmont Bcstg Corp. (BR-786); WDVA Danville, Va., Virginia-Carolina Bcstg. Corp. (BR-1608); WFVA Fredericksburg, Va., Fredericksburg Bcstg. Corp. (BR-1011); WFTR Front Roval, Va., Sky-Park Bcstg. Corp. (BR-2145); WBOB Galax, Va., Carroll-Grayson

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Bcstg. Corp. (BR-1462); WHLF South Boston, Va., John L. Cole Jr., tr/as Halifax Bcstg. Co. (BR-1855); WDNE Elkins, W. Va., Queen Sylvia's Publications Inc. (BR-1881); WHTN Huntington, W. Va., Greater Huntington Radio Corp. (BR-1737); WEPM Martinsburg, W. Va., C. M. Zinn and C. Leslie Golliday d/b as Martinsburg Bcstg. Co. (BR-1315); WCOM Parkersburg, W. Va., Parkersburg Bcstg. Co. (BR-1781); WBRW Welch, W. Va., McDowell Service Co. (BR-1086); WELC Welch, W. Va., Pocahontas Bcstg. Co. (BR-2518).

Modification of CP

KPLA (FM) Beverly Hills, Calif., Don C. Martin tr/as School of Radio Arts—Mod. of CP (BPH-1105) as mod. for extension of completion date (BMPH-4931).

License for CP

WTRC-FM Elkhart, Ind., Truth Pub. Co.—License to cover CP (BPH-1902) which auth. changes in licensed station (BLH-983).

Renewal of License

WCAO-FM Baltimore, Md., The Monumental Radio Co.—(BRH-230).

WRZE (FM) York, Pa., White Rose Bcstg. Co.—(BRH-393).

Modification of CP

WCAR-FM Pontiac, Mich., WCAR Inc.—Mod. of CP (BPH-538) as mod. for extension of completion (BMPH-4929).

WCAU-FM Philadelphia, Pa., WCAU Inc.—Mod. of CP (BPH-1903) as mod., which auth. changes in licensed station for extension of completion date (BMPH-4930).

License for CP

WOR-TV New York, N. Y., General Teleradio Inc.—License to cover CP (BPCT-1308) as mod., which authorized changes in existing tv station (BLCT-218).

WNBT (TV) New York, N. Y., National Bcstg. Co.—License to cover CP (BPCT-1020) as mod., which authorized changes in existing tv station (BLCT-215).

Renewal of License

WTOP Washington, D. C., WTOP Inc. (BR-220); WITH Baltimore, Md., The Maryland Bcstg. Co. (BR-1102); WGAY Silver Spring, Md., Tri-Suburban Bcstg. Corp. (BR-1449); WEAM Arlington County, Va., Arlington-Fairfax Bcstg. Co. (BR-1545); WWOD Peakland, Va., Old Dominion Bcstg. Corp. (BR-1604); WLEE Richmond, Va., Lee Bcstg. Corp. (BR-1224); WTON Staunton, Va., Charles P. Blackley (BR-1240); WINC Winchester, Va., Richard Field Lewis Jr., (BR-1126); WGKV Charleston, W. Va., Kanawha Valley Bcstg. Co. (BR-1014); WWVA Wheeling, W. Va., Storer Bcstg. Co. (BR-379).

Modification of CP

KSAN-TV San Francisco, Calif., S. H. Patterson—Mod. of CP (BPCT-1646) as mod., which authorized new tv station for extension of completion date to 1-22-55 (BMPCT-2278).

WSTF (TV) Stamford, Conn., Stamford-Norwalk Television Corp.—Mod. of CP (BPCT-1672) as mod., which authorized new tv station, to extend completion date from 7-27-54 (BMPCT-2279).

WCAN-TV Milwaukee, Wis., Midwest Bcstg. Co.—Mod. of CP (BPCT-1547) as mod., which authorized new tv station for extension of completion date to 12-1-54 (BMPCT-2277).

July 19 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

KTOE Mankato, Minn., Minnesota Valley Bcstg. Co.—Granted petition for leave to amend its application (Docket 10592; BP-8702) to make changes in proposed directional antenna, and for retention of application in hearing (Action of 7/16).

Fort Worth Tv Co., Fort Worth, Tex.—Granted petition for extension of time to and including July 23, in which an appeal may be filed to Examiner's ruling of July 8; and the time within which an opposition may be filed to any appeal which may be filed thereto is extended to and including Aug. 2, re ch. 11 (Dockets 10872-74) (Action of 7/14).

KLIF Dallas, Tex., Trinity Bcstg. Corp.—Granted petition for an extension to and including July 27 within which to file a reply pleading to petition of Southland Industries (WOAI) for leave to intervene in and for enlargement of the issues in proceeding re Dockets 11024 et al. (Action of 7/14).

Chief Broadcast Bureau—Granted petition for an extension of time to and including July 23 within which to file exceptions to initial decision in re Sacramento Bcstrs. Inc. and KCRA Inc., applicants for ch. 3 in Sacramento, Calif. (Dockets 9612, 10294) (Action of 7/14).

July 19 Applications

ACCEPTED FOR FILING

Modification of CP

WANA Anniston, Ala., Edwin H. Estes and C. L. Graham d/b as Anniston Radio Co.—Mod. of CP (BP-8688) as reinstated and mod. which authorized new standard broadcast station for extension of completion date (BMP-6583).

Renewal of License

KBYR Anchorage, Alaska, Jack H. White receiver—To change applicant name to Radio Anchorage Inc. (BR-2104).

WBUX Doylestown, Pa., Charles M. Meredith—(BR-2095).

WREL Lexington, Va., Rockbridge Bcstg. Corp.—(BR-2183).

WRIC Richlands, Va., Clinch Valley Bcstg. Corp.—(BR-2650).

WVOW Logan, W. Va., Logan Bcstg. Corp.—(BR-2760).

WLOH Princeton, W. Va., Mountain Bcstg. Service Inc.—(BR-1833).

WRON Ronceverte, W. Va., Blake Bcstg. Corp.—(BR-1854).

Remote Control

WGMS Washington, D. C., The Good Music Station Inc.—(BRC-437).

WGST Atlanta, Ga., Board of Regents, University System of Ga., for and on Behalf of the Georgia Institute of Technology—(BRC-434).

WRGD Dalton, Ga., James Q. Honey and Kenneth H. Flynt d/b as Whitfield Bcstg. Co.—(BRC-439).

WANN Annapolis, Md., Annapolis Bcstg. Corp.—(BRC-438).

KLGR Redwood Falls, Minn., Harry Willard Linder—(BRC-433).

WFOR Hattiesburg, Miss., Forrest Bcstg. Co.—(BRC-440).

WAIR Winston-Salem, N. C., Radio Winston-Salem Inc.—(BRC-442).

KMUS Muskogee, Okla. The Eastern Oklahoma Bcstg. Corp.—(BRC-436).

WTMA Charleston, S. C., The Atlantic Coast Bcstg. Corp. of Charleston—(BRC-444).

KBWD Brownwood, Tex., Brown County Bcstg. Co.—(BRC-435).

KSIX Corpus Christi, Tex., Corpus Christi Bcstg. Co.—(BRC-441).

KERC Eastland, Tex., Tri-Cities Bcstg. Co. of Eastland County—(BRC-432).

KWED Seguin, Tex., Seguin Bcstg. Co.—(BRC-443).

WFHR Wisconsin Rapids, Wis., William F. Huffman Radio Inc.—(BRC-431).

Modification of CP

WJLN-TV Birmingham, Ala., Johnston Bcstg. Co.—Mod. of CP (BPCT-1335) as mod., which authorized new tv station for extension of completion date from 8-10-54 (BMPCT-2282).

KFBB-TV Great Falls, Mont., Buttrey Broadcast Inc.—Mod. of CP (BPCT-1195) as mod., which authorized new tv station to change corporate name to Wilkins Broadcast Inc. (BMPCT-2284).

WENS (TV) Pittsburgh, Pa., Telecasting Inc.—Mod. of CP (BPCT-1349) as mod., which authorized new tv station for extension of completion date to 2-9-55 (BMPCT-2273).

July 20 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 16

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WTMA-AM-FM Charleston, S. C.; WRFM, WFOR (FM) Hattiesburg, Miss.; WJPA-FM, Washington, Pa.; WGMS-AM-FM Washington, D. C.; WAIR-AM-FM Winston-Salem, N. C.; WFHR Wisconsin Rapids, Wis.; KBWD Brownwood, Tex.; KERC Eastland, Tex.; KLGR Redwood Falls, Minn.; KMUS Muskogee, Okla.; KSIX Corpus Christi, Tex.; KWED Seguin, Tex.; WANN Annapolis, Md.; WGST Atlanta, Ga.; WRCD Dalton, Ga.

Modification of CP

WSFA-TV Montgomery, Ala., Montgomery Bcstg. Co.—Granted Mod. of CP to make changes in transmitting equipment; completion date 1-15-55 (BMPCT-2212).

KFBB-TV Great Falls, Mont., Buttrey Broadcast Inc.—Granted Mod. of CP to change corporate name to Wilkins Broadcast Inc. (BMPCT-2284).

The following were granted Mod. of CP's for extension of completion dates as shown:

WBKZ-TV Battle Creek, Mich., to 12-13-54; WCOG-TV Greensboro, N. C., to 12-19-54; WTBO-TV Cumberland, Md., to 1-12-55; WCAN-TV Milwaukee, Wis., to 12-1-54; KSAN-TV San Francisco, Calif., to 1-22-55; WENS Pittsburgh, Pa., to 2-9-55; WSTF Stamford, Conn., to 1-27-55.

Actions of July 15

Granted License

WOIC Columbia, S. C., Frank A. Michalak—Granted license for am broadcast station; 1470 kc, 1 kw, D (BL-5359).

WIBV Belleville, Ill., Belleville Bcstg. Co.—Granted license covering change in frequency, power, and change type transmitter; 1260 kc, 1 kw, D (BL-5357).

KOVE Lander, Wyo., Edward J. Breece—Granted license covering change in frequency, increase in power, change type transmitter, install DA-N, only, and for changes in antenna system (BL-5313).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WCAU-FM Philadelphia, Pa., to 9-6-54; WCAR Detroit, Mich., to 2-11-55; WHAT Philadelphia, Pa., to 11-30-54; KTYL Mesa, Ariz., to 2-9-55; WOTV Richmond, Va., to 2-2-55; KTLG Corpus Christi, Tex., to 2-9-55; WUOM-TV Ann Arbor, Mich., to 1-4-55; WIMA-TV Lima, Ohio, to 1-21-55; KTKA Topeka, Kan., to 1-5-55; KMIV Miami, Okla., to 12-22-54; WIBG-TV Philadelphia, Pa., to 12-22-54; WILM-TV Wilmington, Del., to 1-14-55; WLAP-TV Lexington, Ky., to 2-3-55.

Actions of July 14

Granted License

KNED McAlester, Okla., Pittsburg County Bcstg. Co.—Granted license covering change in hours of operation from D to U, using power of 500 w night and 1 kw D, and installation of DA for night use only; condition (BL-5018).

Granted CP

WSAU Wausau, Wis., Wisconsin Valley Television Corp.—Granted CP to replace existing fm antenna with new tv antenna atop the am tower (increase height) (BP-9354).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

KCMO-FM Kansas City, Mo., to 2-17-55; WMVO-FM Mount Vernon, Ohio, to 10-11-54; KPLA Los Angeles, Calif., to 11-8-54.

Actions of July 13

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WPFA-TV Pensacola, Fla., to 2-2-55; WROM-TV Rome, Ga., to 2-9-55; WMIE-TV Miami, Fla., to 2-1-55; WBEN-TV Buffalo, N. Y., to 2-12-55; WSJV (TV) Elkhart, Ind., to 2-3-55; WSLS-TV Roanoke, Va., to 2-1-55; WTOK-TV Meridian, Miss., to 2-3-55; WGBI-TV Scranton, Pa., to 2-11-55; WTVP (TV) Decatur, Ill., to 2-12-55; KOPO-TV Tucson, Ariz., to 2-1-55; KCJB-TV Minot, N. D., to 2-1-55; WKJG-TV Fort Wayne, Ind., to 1-21-55; KOOK-TV Billings, Mont., to 2-4-55; WKLO-TV Louisville, Ky., to 2-1-55; KLAS-TV Las Vegas, Nev., to 1-15-55; KOMO-TV Seattle, Wash., to 2-10-55; WTTW (TV) Chicago, Ill., to 1-5-55.

Actions of July 12

Granted License

WRBL-FM Columbus, Ga., Columbus Bcstg. Co. Inc.—Granted license for fm broadcast station; ch. 227 (93.3 mc), 48 kw, U (BLH-982).

KNX-FM Los Angeles, Calif., Columbia Bcstg. System Inc.—Granted license for fm broadcast station; ch. 226 (98.1 mc), 67 kw, U (BLH-980).

Modification of CP

KYOK Houston, Tex., Texas Bcstrs. Inc.—Granted Mod. of license to change name to KYOK Inc. (BML-1591).

KRGA Springfield, Ore., W. Gordon Allen—Granted Mod. of CP for approval of antenna, transmitter location, specify studio location, and change type transmitter (BMP-6421).

KMPC Los Angeles, Calif., KMPC, The Station of the Stars—Granted request for mod. of and extension of authority to modulate KMPC's transmitter with audio tones between 25 and 35 cycles with approximately 25% modulation in order to test a Civil Defense alerting unit for the city of Los Angeles, to 8-15-54.

July 20 Applications

ACCEPTED FOR FILING

Renewal of License

WMMN Fairmont, W. Va., Peoples Bcstg. Corp.—(BR-749).

License for CP

WXYZ-FM Detroit, Mich., WXYZ Inc.—License to cover CP (BPH-1916) which authorized changes in licensed station (BLH-985).

WMFR-FM High Point, N. C., Radio Station WMFR Inc.—License to cover CP (BPH-1943) which authorized changes in licensed station (BLH-984).

Remote Control

WRFM (FM) Hattiesburg, Miss., Forrest Bcstg. Co.—Application for remote control operation from 302 Hemphill St., Hattiesburg, Miss. (BTCH-96).

Renewal of License

WFMZ (FM) Allentown, Pa., Penn-Allen Bcstg. Co.—(BRH-744).

Remote Control

WJPA-FM Washington, Pa., Washington Bcstg. Co.—Application for remote control operation from George Washington Hotel (BRCH-100).

WTMA-FM Charleston, S. C., The Atlantic Coast Bcstg. Corp. of Charleston—Application for remote control operation from 133 Church St. (BRCH-97).

WGMS-FM Washington, D. C., The Good Music Station Inc.—Application for remote control operation from 11th & E Sts. (BRCH-99).

WAIR-FM Winston-Salem, N. C., Radio Winston-Salem Inc.—Application to change remote control point to South Stratford Road Extension, Winston-Salem, N. C. (BRCH-98).

Modification of CP

WMFL (TV) Miami, Fla, Miami-Biscayne Television Corp.—Mod. of CP (BPCT-1616) which authorized new tv station for extension of completion date to 1-9-55 (BMPCT-2287).

WCIO-TV Detroit, Mich., Woodward Bcstg. Co.—Mod. of CP (BPCT-1589) which authorized new tv station for extension of completion date from 7-19-54 (BMPCT-2283).

WIFE (TV) Dayton, Ohio, Skyland Bcstg. Corp.—Mod. of CP (BPCT-884) as mod., which authorized new tv station for extension of completion date to 8-4-55 (BMPCT-2286).

WPTR-TV Albany, N. Y., Patroon Bcstg. Co.—Mod. of CP (BPCT-405) as mod., which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2285).

WCBF-TV Rochester, N. Y., Star Bcstg. Co.—Mod. of CP (BPCT-1608) as mod., which authorized new tv station for extension of completion date to 2-10-55 (BMPCT-2288).

License for CP

WHGR Houghton Lake, Mich., Sparks Bcstg. Co.—License to cover CP (BP-8922), as mod., which authorized new standard broadcast station (BL-5367).

WTAB Tabor City, N. C., Tabor City Bcstg. Co.—License to cover CP (BP-9123) which authorized new standard broadcast station (BL-5365).

KNOX Grand Forks, N. D., Community Radio Corp.—License to cover CP (BP-7945) as mod., which authorized change frequency, increase power, install new transmitter and DA for night use and change transmitter and studio locations (BL-5364).

WEPG S. Pittsburg, Tenn., Eaton P. Govan, Jr., tr/as Marion County Bcstg. Service—License to cover CP (BP-8892) as mod., which authorized new standard broadcast station (BL-5369).

Renewal of License

WANN Annapolis, Md., Annapolis Bcstg. Corp.—(BR-1419).

WASL Annapolis, Md., The Chesapeake Radio Corp.—(BR-1441).

WASA Havre de Grace, Md., The Chesapeake Bcstg. Corp.—(BR-2035).

WPGC Morningside, Md., Harry Hayman—(BR-2936).

WARL Arlington County, Va., Northern Virginia Bcstrs. Inc.—(BR-1392).

WLSD Big Stone Gap, Va., William H. Wren Sr., William H. Wren Jr., and Jean B. Wren d/b as Gap Bcstg. Co.—(BR-2857).

WSVA Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—(BR-855).

WMVA Martinsville, Va., Martinsville Bcstg. Co.—(BR-1108).

WGH Newport News, Va., Hampton Roads Bcstg. Corp.—(BR-382).

WJMA Orange, Va., James Madison Bcstg. Corp.—(BR-2349).

WPUV Pulaski, Va., Southwest Bcstg. Corp.—(BR-1267).

WAFC Staunton, Va., Lloyd Gochenour, Willard F. Ganoe and Charles E. Heatwole d/b as American Home Bcstg. Co.—(BR-2940).

WJLS Beckley, W. Va., Joe L. Smith Jr. Inc.—(BR-996).

WKOY Bluefield, W. Va., WKOY Inc.—(BR-2111).

WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp.—(BR-923).

WPLH Huntington, W. Va., Huntington Bcstg. Corp.—(BR-1414).

WHJC Matewan, W. Va., Three States Bcstg. Co.—(BR-2678).

WMON Montgomery, W. Va., Fayette Assoc. Inc.—(BR-2020).

WAJR Morgantown, W. Va., West Virginia Radio Corp.—(BR-2011).

WPAR Parkersburg, W. Va., Ohio Valley Bcstg. Corp.—(BR-858).

WHLL Wheeling, W. Va., Wheeling Bcstg. Co.—(BR-2406).

Modification of CP

WTHI-TV Terre Haute, Ind., Wabash Valley Bcstg. Corp.—Mod. of CP (BPCT-627) as mod. which authorized new tv station for extension of completion date to 12-1-54 (BMPCT-2296).

KTAG-TV Lake Charles, La., KTAG-TV Inc.—Mod. of CP (BPCT-1408) as mod., which authorized new tv station for extension of completion date to 2-17-55 (BMPCT-2296).

WPAG-TV Ann Arbor, Mich., Washtenaw Bcstg. Co.—Mod. of CP (BPCT-1765) as mod., which authorized replacement of CP for new tv station for extension of completion date to 2-11-55 (BMPCT-2289).

WKAR-TV East Lansing, Mich., Michigan State Board of Agriculture—Mod. of CP (BPCT-1126) as mod., which authorized new educ. tv station for extension of completion date to 2-15-55 (BMPCT-2297).

WJTV (TV) Jackson, Miss., Mississippi Publishers Corp.—Mod. of CP (BPCT-719) as mod. which authorized new tv station for extension of completion date to 2-12-55 (BMPCT-2294).

KHOL-TV Kearney, Neb., Bi-States Co.—Mod. of CP (BPCT-1648) as mod., which authorized new tv station for extension of completion date to 2-16-54 (BMPCT-2299).

WRNY-TV Rochester, N. Y., Genesee Valley Television Corp.—Mod. of CP (BPCT-1387) as mod., which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2292).

WLOS-TV Asheville, N. C., Skyway Bcstg. Co.—Mod. of CP (BPCT-809) which authorized new tv station for extension of completion date to 2-9-55 (BMPCT-2293).

WLWC (TV) Columbus, Ohio, Crosley Bcstg. Corp.—Mod. of CP (BPCT-918) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 10-12-54 (BMPCT-2295).

KTVQ (TV) Oklahoma City, Okla., Republic Television and Radio Co.—Mod. of CP (BPCT-828) as mod., which authorized new tv station for extension of completion date from 8-11-54 (BMPCT-2290).

July 21 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

On petition of 220 Television Inc., the further hearing in re ch. 11 in St. Louis, Mo. (Dockets 8809 et al.), was extended from Aug. 2 to Aug. 16, and the time for filing those exhibits for which dates have been specified, was extended for a two-week period.

By Hearing Examiner Herbert Sharfman

Granted motion of Tennessee Television Inc., Knoxville, Tenn., for extension of time from July 26 to Aug. 2, in which to file proposed findings in re proceeding for ch. 10 (Dockets 10512 et al.), with counter-findings, if any, due fifteen days thereafter.

By Hearing Examiner Basil P. Cooper

Granted joint petition of South Bend Bcstg. Corp., South Bend, Ind., and Michiana Telecasting Corp., Notre Dame, Ind., applicants for ch. 46, to advance further hearing now scheduled for Aug. 6 to July 21 (Dockets 10534-35).

By Hearing Examiner J. D. Bond

Issued a memorandum opinion and order which shall govern the further hearing in proceeding in re applications of Times-World Corp. and Radio Roanoke Inc. for ch. 7 in Roanoke, Va. (Dockets 10655-56).

(Continued on page 101)

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Help Wanted

Managerial

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Manager wanted for daytime station in one of ten largest metropolitan markets. Must have previous sales manager experience. Fine chance for advancement. Box 896D, B•T.

Profitable midwest daytimer wants manager willing to invest at least $5,000 for sizable stock purchase. First qualification is ability to sell. All confidential. Box 1E, B•T.

Are you interested in taking over complete general managership of a network am radio station in market of more than 600,000? If you have the background, ability and energy you can make this pay you exceedingly well. Excellent community in which to live and a real opportunity for the right man with much more than living expenses guaranteed, with liberal commission in addition. Will treat your answers confidential. Please reply promptly. Box 69E, B•T.

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

Sales manager wanted, network station. Preference given man who can announce. Must be good copywriter, strictly sober, dependable. Salary-commissions arrangement. Furnish complete data, photo, references. Box 99E, B•T.

Salesmen

Time salesman. Salary plus commission. Good market. ABC network. Texas. Box 956D, B•T.

Time salesman wanted. Combined radio-television operation. Guarantee and commission. Send complete experience resume to Box 4E, B•T. Here is opportunity for permanent connection.

Experienced radio salesman wanted. Good opportunity for man willing to work. Potential high. Contact KASI, Ames, Iowa.

Know-how salesman needed for Texas know-how independent. Family man preferred. Special training course given. Salary and commission. Contact Manager, Radio Station KCFH, Cuero, Texas.

Experienced radio salesman wanted. Prefer Fred Palmer graduate. Established 1,000 watt southwest Mutual station, friendly town of 8,500. Permanent position. Send complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, N. M.

Salesman at once, man or woman, 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Radio time salesman wanted by WROV, Roanoke, Virginia. We have an opportunity for an intelligent, experienced salesman. This vacancy occurs as a result of one of our salesmen entering the agency business after seven years service with us. This is a better than average job—we want a better than average man. Contact Frank Koehler, WROV, Roanoke, Virginia.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Interested in good live hillbilly disc jockey, one who is ad-lib salesman and has full work knowledge of hillbilly and folk music records. Station in good market for this type of work. Box 920D, B•T.

Want dependable staff announcer. Send resume. ABC network. Texas. Box 957D, B•T.

Need at once. Excellent disc jockey for outstanding morning and afternoon shows. Good pay for the right man, at 5,000 watt, midwest station. Send tape, salary expected and complete details to Box 57E, B•T.

Help Wanted—(Cont'd)

Experienced staff announcer for 5,000 watt, CBS affiliate. $75.00 for a 48 hour week. Westerner preferred. Box 59E, B•T.

Combo-announcer-engineer: (1st class license) First class announcer. Midwest independent, market 300,000; excellent working conditions. State general information on background and experience. Send tape. Box 115E, B•T.

Only the very best disc jockey: At least five years experience, emphasis on popular music. Must write and read good copy. Must be married. No drifters, no drinkers. We have the audience, the respect, the business, you must hold it. Top salary, best working conditions. Audition tape and personal interview required. Contact C. E. Wilson, Manager of Station KBOY, Medford, Oregon.

Leading northwest NBC 5 kw station in famous Rogue Valley needs experienced, able DJ with top voice, ad-lib ability, friendly, humorous personality and first phone. Ideal working and living conditions in famous fishing and hunting country. Send tape, photo and references to KMED, Medford, Oregon.

Announcer with 1st phone. Northern Arizona Mutual kilowatt. Phone or write resume to KVNC, Winslow, Arizona.

Experienced announcer wanted immediately. Send tape, background and references, WIFM, Elkin, North Carolina.

Staff announcer wanted. Good voice. Permanent . . . no drifters. Send tapes and letters to WJPR, Greenville, Mississippi.

Combination announcer-first class engineer needed immediately. Write or phone Charles Rutledge, Manager, WPTX, Lexington Park, Md. Starting salary $75.

Combination man wanted for fm music service position in Pittsburgh, Pa. $80.00 per week. Contact Thomas Daugherty at once for interview. Position open August 2. HU. 1-2626.

Technical

Engineer with sales or announcing ability. Salary open. Good opportunity for right man to advance with established 1000 watt independent. Virginia. Send photo and tape. Box 998D, B•T.

Chief engineer, experienced, permanent position with 1 kw daytime in New England. Send resume and salary to Box 61E, B•T.

One kw daytimer in eastern Pennsylvania needs good combination staff announcer-first class engineer. Experience necessary . . . opportunity to advance to chief engineer! Salary open. Send reply to Box 90E, B•T.

First class licensed engineer for am-fm transmitter located in northern Ohio. Possibility of tv future. Permanent position open immediately. Box 95E, B•T.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Dave Button, Manager, KSVP, Artesia, New Mexico.

Combo man, announcing ability with first ticket to progress to chief engineer in short time. Good staff, friendly town, progressive station. Contact Howard Fisher, WLSE, Wallace, North Carolina.

Chief engineer who can sell over air for commercial station. Send tape, salary requirements to Dr. Wendell Hansen, WTRW, Two Rivers, Wisconsin.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Help Wanted—(Cont'd)

Opportunity male copywriter with announcing experience. Submit samples. Texas. Box 955D, B•T.

Experienced newscaster in big market. Experience in gathering and writing news as well as broadcasting desirable—Local news stressed. Box 14E, B•T.

Good continuity writer, preferably young woman who writes strong brisk sales copy for 5,000 watt radio station in central New York. Good opportunity. Excellent working conditions. Write full details on qualifications to Box 20E, B•T.

Experienced negro program director—some announcing. Southeastern station. Replies to Box 65E, B•T.

Traffic or continuity girl experienced for midwest. Give complete background experience. Box 96E, B•T.

Program director with experience. Give complete details, references and recent snapshot. Box 97E, B•T.

Home economist, preferable in early forties for originating radio network station in eastern metropolitan city. Must be able to conduct cooking schools before live audience, handle air show, work as advisor on food to other talent and have some writing ability. State air time, experience with appliances and salary desired. Phots and ets will not be returned. Box 120E, B•T.

Nebraska news editor. Gather, write, broadcaster local news . . . general news editing. Must have news background. Write for application form. Gene Ackerley, KCOW, Alliance, Nebraska.

Television

Help Wanted

Managerial

Tv sales manager. Vhf station in isolated agriculture market with captive audience is looking for man with tv sales background to head up tv sales. While this man will sell tv exclusively small or medium market radio experience will be helpful. If you know how to dig sponsors out from under rocks write in detail to Frank C. McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Salesmen

Tv salesman wanted. Excellent opportunity with maximum power, fast growing Central Texas regional station for experienced settled salesman with executive ability. Man we seek is probably employed and has been at same station for some time but sees no opportunity for advancement there. Salary and commission. Permanent employment. Newspaper owned property. Call Burton Bishop, KCEN-TV, Temple, Texas.

Technical

Television electronic technician. Immediate opening. Kinescope recording. Experience desired. Will consider video experience and then train for kinescope. Attractive position. Write or wire H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Traffic—experienced only. Furnish references and salary expected. Box 19E, B•T.

Southeastern vhf tv station needs young, energetic person with writing ability to handle audience-program promotion. Prefer television or radio background. Furnish complete details and salary expected, along with photograph. Box 112E, B•T.

Photographer-writers. Two young men, probably single, at least free to travel continuously throughout U. S. for well known national organization that produces community tv shows of industry, schools, churches, parks, etc. Write for complete details. Box 118E, B•T.

Situations Wanted

Managerial

Manager highly successful in producing profits seeks location in Florida, Texas, Arizona or California for daughter's health. Will manage, lease or invest in radio or sell tv. Waiting to be sold on your location and will in turn sell you on my ability to produce from the record. If you are answering ads, answer this one if you believe in profits. Box 2E, B•T.

General manager—am-tv, thorough experience. Professional career broadcaster with top record sales, programming, personnel, station progress. Married, civic leader, best references. Box 78E, B•T.

Would like to lease your station. 19 years experience all phases. Presently general manager of top independent in one of nation's largest markets. Interested in purchase or lease. All replies treated most confidentially. Box 79E, B•T.

Manager, salesman with managerial experience. Prefer daytimer in small town, midwest. Will come for interview. Box 83E, B•T.

Situations Wanted—(Cont'd)

Excellent background of sound, profitable management in small, medium, large all-media markets. Mature, aggressive. Will invest from salary. P. O. Box 5031, Dallas, Texas.

Salesmen

$1,000 to $3,000 new business monthly. Top salesman will get it for you. Commission basis. Wire or write, BUSINESS, 312 Wilmington, San Antonio, Texas.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Combo man—3rd class permit, college graduate. Experience light, strong news, sports play-by-play. 250-500 watt station. Car, draft exempt. Box 25E, B•T.

Versatile announcer, thoroughly trained in all phases of radio and tv broadcasting. Can do play-by-play of all major sports. Good classics. Box 50E, B•T.

Droll, imaginative, literate DJ, newscaster. Limited experience. Tape, resume. Box 51E, B•T.

Arthur Godfrey! No! But as good and more humility. Four years experience, morning man, copy production, promotion. Your next "personality." Box 52E, B•T.

Versatile, experienced sportscaster, staff, board, DJ, copywriter, currently employed, married, solvent. Box 58E, B•T.

Thumbnail sketch: Thoroughly experienced sports announcer including AA baseball, college football and basketball. Can write, re-write and deliver news. Radio sales experience. Production and programming ability. Will consider combination position. Family man. Box 60E, B•T.

Versatile announcer, major market background. Easy, sincere delivery. Interested long-term connection, early morning man and/or newscaster. Box 66E, B•T.

Ex-major league, Texas League ballplayer interested in sports director's position. Box 67E, B•T.

Stop looking! I've got it. Send for tape—then judge! Box 68E, B•T.

Announcer—over one year intensive experience. Veteran. Married. Desires locate northeast. Available immediately. Box 70E, B•T.

Graduate of broadcasting school, have sales experience—limited broadcasting experience. Will relocate. Box 71E, B•T.

Experienced, versatile announcer with a penchant for hard work desires position in aggressive, progressive station. Good references. Box 85E, B•T.

Announcer—young, versatile, exempt, DJ preferred. 3rd phone. Limited experience. Box 91E, B•T.

Announcer-newscaster. Eight years radio-news experience. College graduate. Versatile. Box 92E, B•T.

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 103E, B•T.

Announcer—experienced—news, DJ work. Heavy on commercials. Third class ticket. Have done board work. Tape available. Box 104E, B•T.

Top-sportscaster experienced; 2½ years play-by-play top sporting events. Major league baseball, college, pro football, basketball, fights, national hockey. Interviewed everyone who is anyone in sports. Want top sports conscious area. Tape, particulars on request. Box 106E, B•T.

Top DJ, news, staff announcer. SRT graduate. Formerly AFRS staff and traffic manager. Will build record audience for you. 24, veteran, married. Box 114E, B•T.

Experienced announcer-sportscaster. Versatile in all phases. College grad., draft exempt. Presently with CBS affiliate. Top references. Box 119E, B•T.

Situations Wanted—(Cont'd)

Staff announcer—strongest on rural disc, farm programs. Limited experience. Preferably southeast. Roy Bone, 6435 South Yale, Chicago, Illinois. Phone Englewood 4-2890.

Announcer-station staff-DJ personality, news, sports, commercials, light experience—strong potential—single, veteran, reliable, travel, tape, resume. Gerry Borak, 254 East 56th Street, Brooklyn 3, N. Y. Evergreen 5-4256.

Light experience—need job—try me. Ray Cascone, 85 Hillside Avenue, Mt. Vernon, N. Y.

Announcer—light experience. School graduate. Good DJ. Commercial voice. Strong news. Donald Ferris, 2255 Ridge Avenue, Evanston, Illinois. Phone, University 4-5034.

Staff announcer, some experience. Ed Hickey, 321 East 43rd Street, New York City, N. Y.

Immediately available, announcer, newscaster, control board operator. Seeks staff connection. Able, dependable, light experience. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

Announcer, experienced all phases, versatile, fine voice, excellent references. write-wire, Dick Martin, 26-11 Crecent Street, Astoria 2, New York.

Announcer—Good voice, 3rd phone, board experience, 33, single. Advancement opportunities more important than starting salary. John Murphy, General Delivery, Manilla, Iowa.

Announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting School. Has car, will travel. Single. Audition disc available. George Pochos, 215 East 153rd Street, Harvey, Illinois.

Staff announcer, strong news, hot platters, smooth commercials, seeks permanent smaller community connection, experience light-future-bright. Veteran, single, travel, tape, resume. Bob Terry, 1615 East Main Street, Waterbury, Connecticut, Plaza 5-8427.

Permanent Florida location wanted. DJ, news, football, basketball play-by-play. 3rd ticket. Board experience, married. Best reference present employer. Available Florida August 5 for interview. Box 524, Ashland, Kentucky.

Technical

Chief engineer western United States. Will manage personnel and technical problems economically. High power am-tv communications experience. References. Age 29. Married. Box 15E, B•T.

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

Chief engineer am-tv, Colorado, Montana, Idaho, Oregon. Twelve years experience, 32 years of age. Presently tv supervisor, details on request. Box 53E, B•T.

Chief engineer, am, 20 years experience, competent, dependable, wishes relocate Ohio or W. Pa. Box 72E, B•T.

Chief engineer regional directional desires change. Consider any job offering challange and opportunity. Box 75E, B•T.

Engineer, experienced am xmtr control, recordings, tv xmtr, switcher, maintenance, camera, microwave relay. Presently employed. Permanent only. Box 100E, B•T.

Available—15 years experience all phases broadcast, am-fm-tv. Transmitter, recording, control and engineering remotes (Presidential, sports and name bands). E. F. Bryan, Sr., 4208 Fourth Street, S. E., Washington, D. C.

First phone long experience radio, television repairs, graduate electronics, two colleges, wants transmitter operator, daytime station. Berkheimer, 229 West Prospect Ave., Pittsburgh 5, Pa.

1st phone, 1st telegraph, amateur, some experience. Technical sales background. 32. Personable, single, distinctive voice. Desires to break into broadcasting. Will start low. Fred Hartmann, 844 Devon Street, Arlington, N. J.

First phone, no experience. 2½ year EE. Formerly professional photographer. Prefer Rocky Mountain region but will consider elsewhere. William Shimer, 1557 Ninth Street, Boulder, Colorado.

Situations Wanted—(Cont'd)

Production-Programming, Others

Program-sports director: Hypo your profits economically! Salable programming, production, play-by-play sports. 7 years; $100 plus talent. Box 913D, B•T.

Program director-news director. 35, mature, family, college graduate, ex-Army officer. Excellent background station administration and operation. Desire change. Presently employed 1kw in midwest. Resume, tape, photo on request. Available 1, 2 week notice. Box 951D, B•T.

Farm director, university agricultural graduate. Experienced. Employed at present. Good voice. Prefer upper midwest or New England area. Others considered. Box 986D, B•T.

Exceptionally good newsman-announcer. Impressive record. Proven rating. Box 17E, B•T.

Young woman, college graduate, radio, tv, ad agency experience. Desires position in sales, copywriting, music programming. Air time, woman's shows or other. Write Box 55E, B•T.

Trained and experienced in public relations and promotion, methodical and creative negro, 29, education: BS and MSJ. Will relocate. Will part-time in N. Y. C. or L. I. Resume by return mail, special delivery. Write Roye, 410 W. 130th Street, New York City. N. Y.

Newsman, mature, experienced, either radio or tv, prefer midwest. Can arrange personal interview. Box 82E, B•T.

4 years experience as an announcer, now desire program director's position. Aggressive but not offensive. Box 87E, B•T.

Experienced copywriter, employed, seeks better opportunity. Copy that sells. Capable. Reliable. Box 89E, B•T.

Employed newscaster desires west coast position. Seattle, Tacoma preferred. 4 years experience, sober, ex-GI. Tapes etc. Upon request. Box 113E, B•T.

Mature, sales conscious air personality with news-music director experience, seeking small station P.D. College graduate, stable, family. Currently CBS-am-tv outlet. Box 117E, B•T.

Television

Situations Wanted

Managerial

Tv executive-manager-commercial manager, station director. Radio and tv experienced. Through hearing, construction and now running successful operation. Finest references, details on request, personal interview possible. Family man. Box 73E, B•T.

Salesmen

Salesman, strong knowledge tv production, programming in addition to excellent sales record, best references, seeking permanent connection with stable tv or radio station. No hurry if you are in the construction stage let's have a chat. Box 77E, B•T.

Do you need a good man experienced in selling, copywriting, directing, programming, live camera operation and photography? Excellent references. Write Box 84E, B•T, immediately.

Announcers

Announcer, four years radio, one year uhf. Pleasant appearance, good commercial delivery. Box 86E, B•T.

Currently staff announcer, Chicago; anxious to enter tv in smaller community; 29, single veteran; any location. Box 102E, B•T.

Technical

Experienced television transmitter engineer wishes to relocate. Family man, presently employed. Good reference. Available August 10, '54. Box 988D, B•T.

Production-Programming, Others

Newsman: 6½ years radio. Authoritative, commercial delivery. Young, single. Interested major market—5 kw up. Box 841D, B•T.

(Continued on next page)

Situations Wanted (Cont'd)

Tv-am news director, presently employed, seeks similar position with progressive news station. Present news work has won national recognition. College graduate, married, age 28. Box 24E, B•T.

Television producer-writer, now employed in established tv-radio production organization in New York City, desires position in agency or tv station in same area. Six years experience in television and radio, including four years in present post. Responsible for various live tv series presented on N.Y.C. stations. Young, creative, aggressive. MA, BA degrees. Box 31E, B•T.

Top-notch spectacle-stage producer-director has new ideas for programs on low budgets. Will work with small television station to gain foothold in the field. Young, executive type, pleasant personality. Wealth of experience in directing and writing. Will work one week free to prove ability. Available September 1st. Box 74E, B•T.

Photographer, well trained with one year experience in television, wishes position on staff of larger station. Box 80E, B•T.

Experienced cameraman—all studio operations. Seeking opportunity, production or technical. Box 105E, B•T.

Husband and wife team. Man as copy chief. 3rd phone, college . . . wife as bookkeeper, secretary, traffic-director, air work. Both extensive background, presently employed. Seeking relocation, better potential, tv-radio. Details. References. Available immediately. Anywhere. Box 108E, B•T.

Television workshop graduate wishes employment with television station as cameraman and associated positions. Have photographic background. Neil Zaccaro, 104 North King Street, Elmont, New York.

For Sale

Stations

Modern 250 watt station, 100% Collins equipment, located in modern building on station-owned land in Southern California town of 15,000. Box 846D, B•T.

Network radio station in fine southern market. Can be had on reasonable terms by man with real ability. Needs resident owner. Box 98E, B•T.

Southern California. Single station town, full-time independent. $50,000 cash or $60,000 with third down. Box 116E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Florida. $80,000 makes down payment on radio station and a newspaper. East Coast. Balance of $70,000 on suitable terms. May Brothers, Binghampton, N. Y. Newspaper brokers since 1914; Radio brokers since "day before yesterday."

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Gates 500D transmitter—excellent condition—4 years old—immediate delivery. Best offer. Box 54E, B•T.

One #6N Presto disc cutter, used very little. One D cutting head outside in and inside out feed screws. Play back with low impedence head-mounted in standard floor cabinet, less amplifier. Box 62E, B•T.

Three (3) 78/33 rpm Presto 64-A turntables complete with pickering; 2.5 mil diamond single stylus heads; 16 inch arms, and equalizers. One (1) Presto TL-10 tape playback unit. One (1) Allied overhead disc cutting assembly with 500 ohm Audax H-3 cutting head. Price: $1,500.00. You pay for crating and shipping via railway express. Box 111E, B•T.

375' type 300 Wincharger tower, A-3 Fl. beacon and side lights, on ground in 20' sections; less insulator; includes all guys; fine for tv. New cost $5,700—yours $2,850. WDIA, Memphis, Tenn.

Truscon 286' triangular self-supporting, non-insulated type D-30 tower, dismantled. Best reasonable offer. 400' comm-products 3⅛" coax line in 20' sections. All or part. $30 per section. Chief Engineer, WFBR, Baltimore 2, Md.

3 speed kit converts Presto 10-A turntables for instant selection of 33-45-78 rpm. Prepaid or C.O.D., $17.50. Lee Electronics, Wilmington, N. C.

For Sale—(Cont'd)

1 kw Raytheon am transmitter 5 years old, all motorized controls. Now operating. Available September 1954. Make offer, WINA, Charlottesville, Virginia.

Used image orthicon tubes, type 5820, between 600 and 1,500 hours operations on each tube. Contact Keith K. Ketchum, Chief Engineer, TV Station WOI, Iowa State College, Ames, Iowa.

200 foot Ideco self-supporting tower with lighting equipment. GE six bay fm antenna type BY-6B with 70' mast. GE two studio consolette type 4BC1A1. 2 RCA turntables model 70C-2. Collins 4 channel remote amplifier model 1223. GE tube tester YTW-1. GE sine and square wave generator model YGA-2. Magnecorder model PT 6-A and PT6-JA. GE electronic voltmeter model PM 17. 2 GE monitoring speakers model ML4FS1A1. 3 GE studio monitoring wall speakers, Model ML4FS 2A2. Microphone: 7 of various types with cords and stands. Mike stands: 2 floor, 2 desk and 1 boom stand. Hallicrafter all band receiver, model SX42. Approximately 300 feet of Andrew type 451 coaxial cable, 1⅝" dia., 51.5 ohms, with necessary bends and connectors. For further information, contact John C. DePrez, Shelbyville Newspapers Inc., Shelbyville, Indiana

Your third hand—Modelli Workbench, 48" x 24" x 33", knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Stations

Prefer small eastern station with potentialities requiring a minimum investment. Send full details. Box 63E, B•T.

Experienced broadcaster wants all or part of established or new small am station, Texas, southwest. Box 94E, B•T.

Equipment, etc.

Need everything for new 100-250 watt am station. Cash for good used equipment. Box 953D, B•T.

STL units in 900 or 7,000mc band. Must be in operating condition and prices right. Box 10E, B•T.

Wanted, used 5 or 10 kw fm broadcasting transmitter. Prefer equipment which operated near 100 mc. Give price and full details on reliability, tube life, etc. Box 110E, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Used RCA, pre-emphasis filter model MI-4926 A. WHTB, Talledega, Alabama.

350mm code beacon for tower top mounting, accommodate two 500 watt bulbs. Used but in good complete condition essential. Wire price, availability, collect, Eugene D. Hill. WORZ, Orlando, Florida, immediately.

Used Andrew 4-bay fm antenna (low band). Call Baker Fidelity Corp. Emerson 2156, Atlanta, Ga.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Announcers

MORNING MAN

By top network station in one of the largest markets. Present man earning $30,000 in radio only and not realizing maximum potential. Job pays $15,000 guarantee, plus. Those making under $15,000 need not apply. Piano and singing talent preferred but not necessary. TV also available to right candidate. Send tape or disc together with resume and photo to

Box 64E, B•T.

Television

Situations Wanted

YOUNG MAN WANTS
TV SALES, NATIONAL OR LOCAL
EXCELLENT EXPERIENCE IN
MAJOR MARKETS
OUTSTANDING CONTACTS IN
NATIONAL FIELD
FINEST REFERENCES POSSIBLE
DESIRE OPPORTUNITY FOR
ADVANCEMENT AND FUTURE
INVESTMENT
AVAILABLE FOR PERSONAL
INTERVIEW
Box 21E B•T

FOR LEASE
ONE SALESMAN—EXECUTIVE

33, married, one child, available September 1 for TV sales with large market TV station, with large regional network, national rep. or top flight film company. Top references. Record—6 years as sales manager and general manager in radio—1½ years in TV—most successful record in smaller market broadcasting field. No ownership desired. Employment by contract only with commission on bonus set-up required. Details through

Box 76E, B•T.

TOP FLIGHT
PRODUCTION TEAM

Young two-man team covering live TV writing, directing, setting and art, also film shooting, processing, editing and scoring, seek change to Western or coastal VHF station. Currently working and producing three highest rated comedy, musical and news shows on top power Southeastern station. A shirtsleeve working team which can do every phase of the job themselves. Combined background of 25 years in motion pictures, radio and television. Asking contract with base pay and talent.

Box 81E, B•T

TELEVISION INDUSTRY
N. Y. TECH. (Crescent School)
GRADUATE
WILL RELOCATE
Practical Training as
CAMERAMAN
FLOORMAN
AUDIO OPERATOR
VIDEO TECHNICIAN
SCRIPT WRITER
ANNOUNCER-COMBO MAN
PROGRAM DIRECTOR
INQUIRE BOX 109E, B•T

NEXT 10 YEARS RADIO'S GREATEST!
CALIFORNIA BROADCASTERS
ATTENTION

Young (30) successful executive presently employed 50,000 watt station desires West Coast position which requires:

- **Character**
- **Diversified radio background**
- **Initiative**
- **Supervisory experience**
- **Congeniality**
- **Creative ability**
- **Commercial consciousness**

Salary secondary to opportunity. Present and past employers as references. Will give present employer 1 month notice. Can report to you in mid-September. Upcoming vacation permits personal interview, my expense. All replies in confidence. Box 93E, B•T.

For Sale

Equipment Etc.

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

EQUIPMENT FOR SALE

10kw Federal FM Transmitter—300'. 3⅛" Andrew 452 co-ax. RCA BAF-14-A AM-FM Iscoupler—Collins 2 channel console complete—4—Fairchild 524 2-speed console turntables with V/L arms. Mics. audio racks and patching equipment—Harvey & National FM receivers.
Box 840-D, B•T

FOR SALE

The following items of television equipment, all in first class condition are offered for sale with immediate delivery:
livery:
1—300' Blaw Knox LT Tower
1—149' Stainless Twin Tower with 2 10'x14' passive reflectors.
1—RCA TF-3AM superturnstile.
1—Federal FTL-27A 2000Mc microwave relay (receiver and transmitter) w/ 6 ft. dishes.
1—Raytheon RTRIC 2000 mc microwave relay (receiver and transmitter)—1—6 ft., 1—8 ft. dish.
1—RCA TTC-3A switcher with console housing.
1—RCA TT-5A TV transmitter in excellent condition with S.B. Filter, Diplexer, RF load and wattmeter, with operating set and FCC spare tubes, crystals for channel 6.
400 feet 3⅛" steatite insulated transmission line used but in good condition.
1—RCA 715B Oscilloscope.
Available due to purchase of higher tower and 100,000 watt transmitter. Call or write Charles Brady, Director of Engineering, WJIM-TV, Lansing, Michigan.

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

CAMERAS AND CREWS

Rent professional TV camera chains and crews . . . for remote or studio use or special event coverage. Trained crews available for service anywhere. Reasonable rates. Contact nearest office for details, Universal Broadcasting System, 2193 Commonwealth Ave., Boston 35, Mass. ALgonquin 4-9090; 8000 Grand River, Detroit 4, Mich. TYler 6-9500.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia, N. C.

(Continued from page 96)

By Hearing Examiner John B. Poindexter

Huntington, W. Va., Greater Huntington Radio Corp.; Huntington Bcstg. Corp.—Postponed from July 19 to July 23 the hearing in re applications for ch. 13 (Docket 10863-10865).

By Hearing Examiner Hugh B. Hutchison

Central City, Ky., Central City-Greenville Bcstg. Co.; Muhlenberg Bcstg. Co.—Ordered that the dates now fixed for the exchange of exhibits between the parties in proceeding re am CP's, and for taking of testimony, be postponed until further order, pending action on motion of Muhlenberg for leave to amend its application (Dockets 10849, 11028).

TV AND AM BROADCAST ACTIONS

Granted License

By memorandum opinion and order, granted licenses to cover CP's for WBAM Montgomery, Ala. (740 kc, 50 kw D), and WORZ, Orlando, Fla. (740 kc, 5 kw, D). (BL-5169 and 5228).

Renewal of License

The following stations were granted renewal of licenses for the regular period:
WBUT Butler, Pa.; WCAU Philadelphia, Pa.; WGET Gettysburg, Pa.; WILM Wilmington, Del.; WJAS-FM Pittsburgh, Pa.; WJMJ Philadelphia, Pa.; WLAN Lancaster, Pa.; WLEU Erie, Pa.; WLTN (FM) Lewistown, Pa.; WLYC Williamsport, Pa.; WPAM Pottsville, Pa.; WPGH Pittsburgh, Pa.; WVSC Somerset, Pa.; KDKA-FM Pittsburgh, Pa.; WILK Wilkes-Barre, Pa.; WISL Shamokin, Pa.; WJET Erie, Pa.; WJPA-FM Washington, Pa.; WLEU-FM Erie, Pa.; WMCK McKeesport, Pa.; WMGW-AM-FM Meadville, Pa.; KOKH (FM) Oklahoma City, Okla.; WTNJ Trenton, N. J.

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N.Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

Special Notice

SPECIAL NOTICE

Subject to approval by FCC, sale of station WCRE, Cheraw, South Carolina, for $21,500 has been made to Fred A. Staples, Secretary-Treasurer of Three States Broadcasting Company, Matewan, West Virginia. Transaction handled by Paul Chapman in the Atlanta office of Allen Kander.

July 21 Applications

ACCEPTED FOR FILING

Renewal of License

WKIK Leonardtown, Md., Southern Maryland Bcstrs. Inc.—(BR-2794).

WHAW Weston, W. Va., Central W. Va. Service Corp.—(BR-1894).

Renewal of License Returned

WUST Bethesda, Md., Broadcast Management Inc.—(BR-1513).

Modification of CP

KFSD-TV San Diego, Calif., Airfan Radio Corp.—Mod. of CP (BPCT-313) as mod., which authorized new tv station for extension of completion date from 8-18-54 (BMPCT-2302).

WPGT (TV) Clearwater, Fla., W. Frank Hobbs, tr/as Pioneer Gulf Television Bcstrs.—Mod. of CP (BPCT-1301) which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2306).

WWJ-TV Detroit, Mich., The Evening News Assn.—Mod. of CP (BPCT-787) as mod., which authorized changes in facilities of existing tv stations for extension of completion date to 11-1-54 (BMPCT-2305).

WRTV (TV) Asbury Park, N. J., Atlantic Video Corp.—Mod. of CP (BPCT-1213) as mod., which authorized new tv station for extension of completion date to 11-1-54 (BMCPT-2304).

WERE-TV Cleveland, Ohio, Cleveland Bcstg., Inc.—Mod. of CP (BPCT-279) as mod., which authorized new tv station for extension of completion date to 2-17-55 (BMPCT-2303).

WHP-TV Harrisburg, Pa., WHP Inc.—Mod. of CP (BPCT-192) as mod., which authorized new tv station for extension of completion date to 2-18-55 (BMPCT-2307).

WIS-TV Columbia, S. C., WIS-TV Corp.—Mod. of CP (BPCT-1560) as mod., which authorized new tv station for extension of completion date to 11-30-54 (BMPCT-2291).

KXYZ-TV Houston, Tex., Shamrock Bcstg. Co.—Mod. of CP (BPCT-319) as mod., which authorized new tv station for extension of completion date to 7-1-55 (BMPCT-2300).

KTNT-TV Tacoma, Wash., Tribune Pub. Co.—Mod. of CP (BPCT-1344) as mod., which authorized new tv station for extension of completion date to Jan. 1955 (BMPCT-2301).

Southwestern Independent
$75,000.00

Fulltime operation in a fairly large and very attractive market. Fixed assets are far above the average and future profit possibilities are excellent.

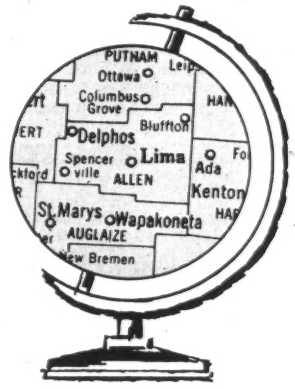
Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

THIS WORLD'S YOUR APPLE!

Just *one* from the *bushel* of bonus areas you blanket with WHIO-TV. All in addition to the 415,355 TV families in the primary coverage area, dominated by the World's Tallest TV Tower—1104 feet, delivering the equivalent of 316,000 watts at 1,000 feet above average terrain.



SHARE OF LIMA AUDIENCE—
EVENINGS—SUNDAY THROUGH SATURDAY, FEB. 14-27, 1954.

Time	WHIO-TV	Station B (UHF)	Station C	Station D
7-8	59.99	32.3	4.6	3.2
8-9	64.8	25.2	8.5	1.3
9-10	61.3	24.2	12.2	2.3

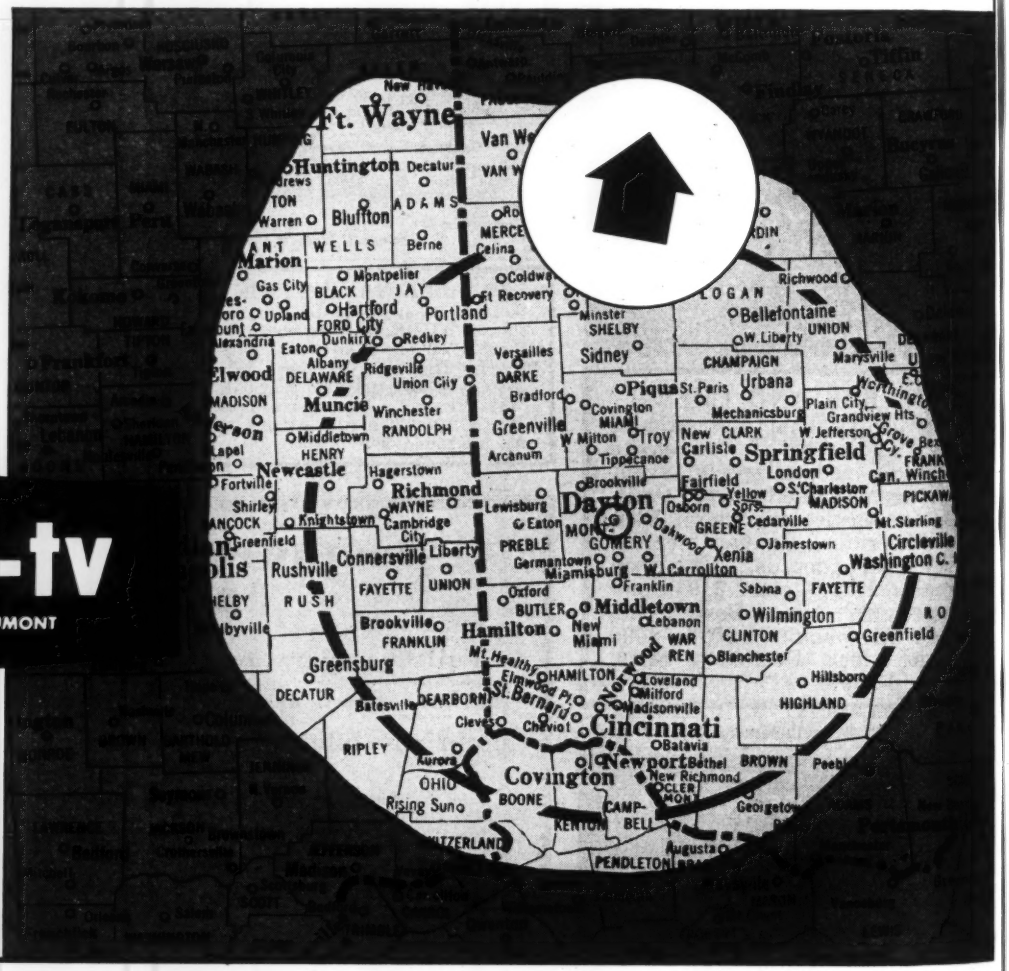
This powerful testimony proves that WHIO-TV's new tower reaches out—over 80 miles from Dayton—to grasp this ripe, rich market! A bread sponsor "discovered the new world" the easy way . . . opened up the Lima Territory using Kenny Roberts, made a big hit with only 3 spots per week! These many bonus markets *plus* WHIO-TV's big, regular service area add up to *plus* reasons why you should buy WHIO-TV! For more facts, contact George C. Hollingbery representatives today.

ONE OF AMERICA'S GREATEST AREA STATIONS

whio-tv

CBS • ABC • DUMONT

Channel **7**
DAYTON, OHIO



TELESTATUS

July 26, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 245,090
Decatur†—
►WMSL-TV (23) Walker
Dothan†—
Ala-Fla-Ga Tv Inc. (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
►WKAB-TV (48) CBS, DuM; Forjoe; 74,900
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 94,250
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 94,250
►KPHO-TV (5) CBS, DuM; Katz; 95,300
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 28,031
►KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
►KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 65,091
►KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 65,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Coronat—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,851,810
►KCOP (13) Katz; 1,851,810
►KHJ-TV (9) DuM; H-R; 1,851,810
►KNBH (4) NBC; NBC Spot Sls.; 1,851,810
►KNXT (2) CBS; CBS Spot Sls.; 1,851,810
►KTLA (5) Raymer; 1,851,810
►KTTV (11) Blair; 1,851,810
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/1/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 220,778
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 220,778
►KOA-TV (4) NBC; Petry; 227,882
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 44,340
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27). 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 220,843
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 624,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the newest to have started regular programming:

KDRO-TV Sedalia, Mo. (ch. 6), July 15.

WCET (TV) Cincinnati (ch. 48), July 19 (educational).

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area ..
NOW
388,771
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
Telrad Inc. (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March, '55.

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
WTHS-TV (*2), 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 10,250

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 21,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV (12) 2/18/54-November '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

RADIO & TV

SURVEYS

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WHBF am & tv

are the

QUAD-CITIES'

FAVORITES!

CBS for the QUAD-CITIES

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 98,400

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 59,919
► WRBL-TV (4) CBS; Hollingbery; 73,647

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 46,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 249,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000.

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 149,359
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 545,535

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 494,000
► WISH-TV (8) CBS; Bolling

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
WRAY-TV (52) See footnote (d)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 110,015

Terre Haute†—
► WTHI-TV (10) CBS; Bolling; 10/7/53-7/24/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 137,874

Manhattan†—
KSAC-TV (*8), 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 53,692

Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/53-Unknown

Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161

Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55

Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown

Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown

Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 49,100
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown

Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 20,039

Poland†—
WMTW (8) ABC, CBS; 7/8/53-8/15/54

Portland—
►WCSH-TV (6) NBC; Weed; 116,627
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 44,200

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 549,782
►WBAL-TV (11) NBC; Petry; 549,782
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 549,782
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-July '54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) ABC, DuM; Walker; 135,451

Boston—
WBOS-TV (50) 3/26/53-Unknown
►WBZ-TV (4) NBC; Free & Peters; 1,186,439
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,186,439

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
►WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000

New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54

Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 136,000
►WWLP (61) ABC, NBC; Hollingbery; 128,000

Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
►WWOR-TV (14) ABC, DuM; Raymer; 52,750

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)

Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160

Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 47,699

Detroit—
WCIO-TV (62), 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,468,407
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,140,000
*Detroit Educational Tv Foundation (*56) 7/14/54-Unknown*

East Lansing†—
►WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)

Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502

Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922

Lansing—
►WILS-TV (54) Venard; 51,000
►WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000

Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54

Muskegon†—
WTVM(35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown

Traverse City †—
WPBN-TV (7) NBC; Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
►KMMT (6) ABC, DuM; Pearson; 92,869

Duluth† (Superior, Wis.)—
►KDAL-TV (3) NBC; Avery-Knodel; 56,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)

Hibbing†—
KHTV (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
►WCCO-TV (4) CBS; Free & Peters; 467,300
►WTCN-TV (11) ABC, DuM; Blair; 454,863
Family Bcstg. Corp. (9) 6/10/54-Unknown

Rochester—
►KROC-TV (10) NBC; Meeker; 70,000

St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 467,300
►WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Jackson—
►WJTV (25) CBS, DuM; Katz; 50,224
►WLBT (3) NBC; Hollingbery; 87,085
►WSLI-TV (12) ABC; Weed; 88,650

Meridian†—
►WCOC-TV (30) 32,500
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 115,998
►WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 402,796
►KMBC-TV (9) CBS; Free & Peters; 402,796
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 402,796

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735

St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 650,360
►KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
►WTVI (54) See Belleville, Ill.
►KWK-TV (4) CBS; Katz

Sedalia†—
►KDRO-TV (6) Pearson

Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 48,456
►KYTV (3) ABC, NBC; Hollingbery; 46,080

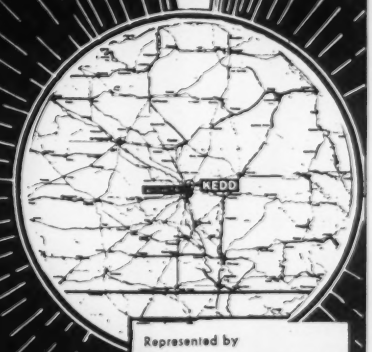
MONTANA

Billings†—
►KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000

Butte†—
►KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
►KXLF-TV (6). No estimate given.

Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 7,000

Missoula†—
►KGVO-TV (13) CBS; Gill-Perna

KEDD
WICHITA, KANSAS
101,292 SETS
Are Receiving KEDD's Increased Signal Strength of
ONE-QUARTER MILLION WATTS
Now Saturating Wichita's Billion-Dollar Market With Kansas' Highest Power!


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NBC • ABC NETWORKS

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 34,750
Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 246,909

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,418

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 95,877
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 407,023. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/14/54
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Kingston—
► WKNY-TV (66) CBS, NBC, DuM; Meeker; 8,650
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (5) ABC, NBC; Hollingbery; 230,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney. 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 371,000
► WTRI (35) CBS; Headley-Reed; 90,038
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 345,855
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke. 143,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 27,950
WLOS-TV (13) ABC; Venard; 12/9/53-Aug. '54
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,700
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-Sept. '54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 233,474
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 60,879
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 213,267
► WTOB-TV (26) ABC, DuM; H-R; 57,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed 22,680
Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-November '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54
Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,035,503
► WNBK (3) NBC; NBC Spot Sls.; 883,980
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,393
Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz 286,382
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 80,850
► WKBN-TV (27) ABC, CBS, DuM; Raymer 131,838
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson 35,306

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KEGO-TV (5) ABC; Pearson
Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 48,1
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54
Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 121,774
► KWTV (9) CBS, DuM; Avery-Knodel; 256,1
► WKY-TV (4) ABC, NBC; Katz; 271,841
*KETA (*13) 12/2/53-Unknown*
Tulsa—
► KCEB (23) ABC, NBC, DuM; Bolling; 90,000
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,1
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
*Oklahoma Educational Tv Authority (*11), 7/21/54-Unknown*

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery 24,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair 20,600
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,2
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls 179,546
Oregon Tv Inc. (12) ABC; Hollingbery; Initial Decision 11/10/53
North Pacific Tv Inc. (8) Initial Decision 6/16/5
Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R 428,774
Bethlehem—
► WLEV-TV (51) NBC; Meeker, 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,41
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel; 26,269
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 773,49
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 151,200
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,867
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,780,046

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

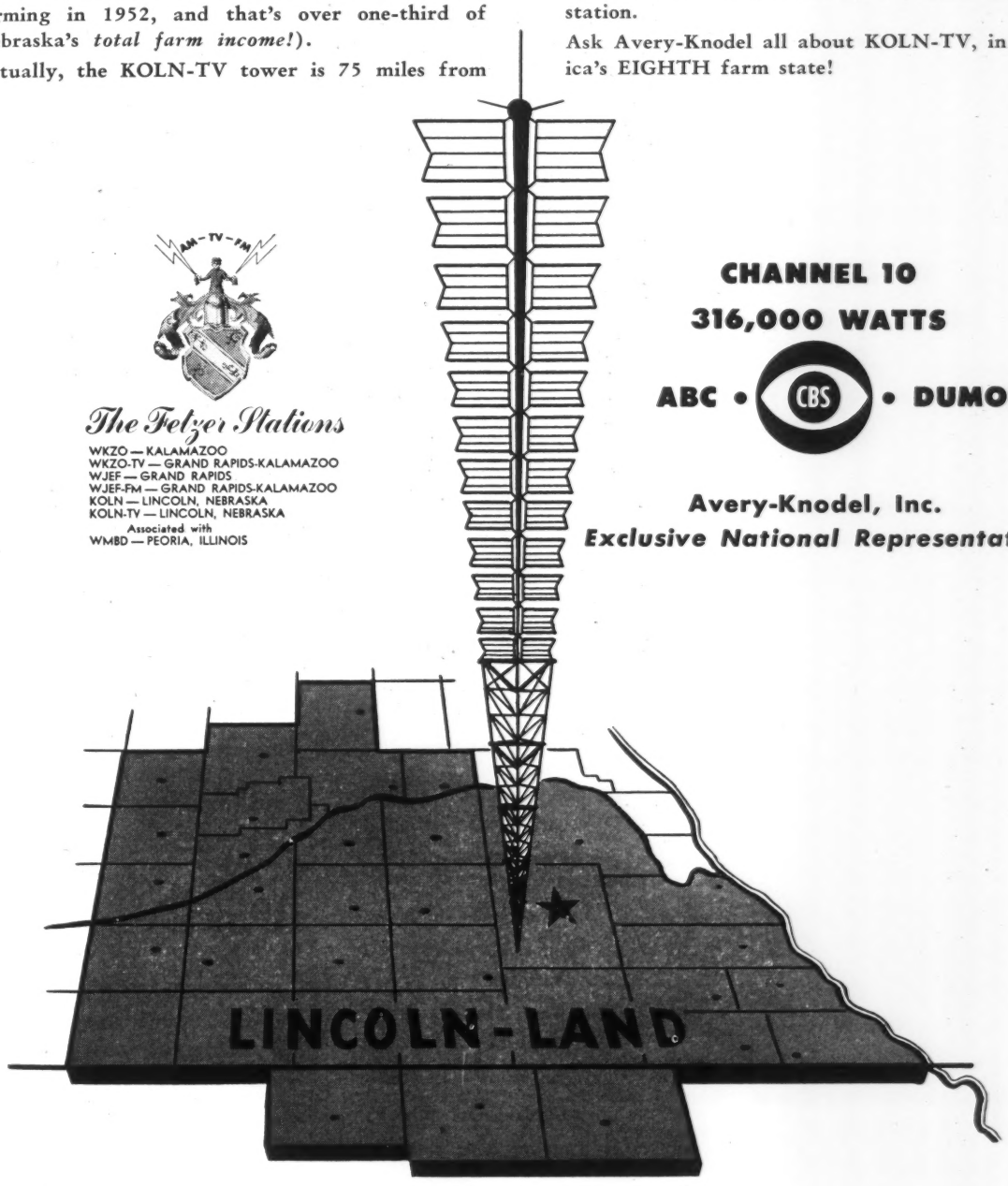
KOLN-TV TOWERS 1000 FEET ABOVE LINCOLN-LAND

NEBRASKA'S OTHER BIG MARKET!

The map below shows Lincoln-Land—34 double-cream counties of Central and Southeastern Nebraska—577,600 people with a buying income of $761,124,000 ($473,681,000 of which came from farming in 1952, and that's over one-third of Nebraska's *total farm income!*).

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, effective June 1st, KOLN-TV is reaching over 100,000 families who are unduplicated by any other television station.

Ask Avery-Knodel all about KOLN-TV, in America's EIGHTH farm state!



AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

CHANNEL 10

316,000 WATTS

ABC • CBS • DUMONT

Avery-Knodel, Inc.

Exclusive National Representatives

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
► WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) ABC; Hollingbery; 160,000
► WGBI-TV (22) CBS; Blair; 160,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 163,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,-925
► WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 46,700

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 55,750
► WIS-TV (10) NBC; Free & Peters; 107,450
► WNOK-TV (67) CBS, DuM; Raymer; 56,001

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 277,662
► WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 79,172

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 81,296
► WTSK (26) CBS, DuM; Pearson; 74,700

Memphis—
► WHBQ-TV (13) CBS; Blair; 285,737
► WMCT (5) ABC, NBC, DuM; Branham; 285,737

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 191,810
► WSM-TV (4) NBC, DuM; Petry; 191,810

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-Aug. '54 (granted STA July 6)

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 34,803

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 51,309
► KGNC-TV (4) NBC, DuM; Katz; 51,309
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 19,128
KTRM-TV (6) Initial Decision 7/22/53

Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/54

Corpus Christi†—
► KVDO-TV (22) Young
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 388,771
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 53,684
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,300

Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 35,327

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 350,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 23,084

Lubbock—
► KCBD-TV (11) ABC, NBC, Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 56,026
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,000

San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 198,371
► WOAI-TV (4) NBC; Petry; 198,371
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 80,758

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 39,770

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 35,327

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KTVT (4) NBC; Blair; 163,200
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,500

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300

Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 85,304

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
WACH-TV (33) See footnote (d)

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 322,7
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 455,154

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216

Seattle—
► KING-TV (5) ABC; Blair; 358,600
► KOMO-TV (4) NBC; Hollingbery; 358,600
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 78,030
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,514
Louis Wasmer (2) 3/18/54-Sept. '54

Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 25,056

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,7

Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,8

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/23/53-8/1/54 (granted STA July 1)
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 51,500
► WMTV (33) ABC, NBC, DuM; Meeker; 54,000

Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-9/10/54 175,000.

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 322,9
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 681,953
WTVW (12) 6/11/54-Unknown

Neenah†—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,7

Wausau†—
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations: date of grant and commencement target date for grantees.

HAWAII

Honolulu†—
▶KGMB-TV (9) CBS; Free & Peters; 57,000
▶KONA (11) NBC; NBC Spot Sls.; 58,000
▶KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
▶WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
▶WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
▶CHCH-TV (10)

Kitchener†—
▶CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
▶CFPL-TV (10) CBS; 35,000

Montreal—
▶CBFT (2) 201,433
▶CBMT (6) 201,433

Ottawa—
▶CBOT (4) 10,100

St. John, N. B.—
▶CHSJ-TV (4) CBS

Sudbury†—
▶CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,822
7,326

Toronto—
▶CBLT (9) 222,500

Vancouver—
▶CBUT (2) CBS

Windsor—(Detroit, Mich.)
▶CKLW-TV (9) Young

Winnipeg†—
▶CBWT

MEXICO

Juarez† (El Paso, Tex.)—
▶XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—
▶XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 385; total cities with stations on air: 257. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,229,652.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 317,395 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; WFTV (TV) Duluth, Minn.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

UPCOMING

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.

Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SPECIAL LISTINGS

BAB Clinics

July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
July 30: Detroit, Mich.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

BMI Clinics

Aug. 2-3: Hotel Biltmore, New York.
Aug. 5-6: Hotel Sheraton, Chicago.
Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

when all's said and done
they'll all agree:
LUBBOCK, TEXAS
and
KDUB-TV
why? ask your Avery-Knodel man!
PRES. & GEN. MGR.: W. D. "DUB" ROGERS
NATL. SALES MGR.: GEORGE COLLIE
CBS & DUMONT TELEVISION

Hazardous Talkathons

NO POLITICAL campaign season in recent years has passed without at least some difficulties arising because of the inconsistencies of the laws and rules governing political broadcasting. To judge by a recent incident in Nashville, a new technique of broadcast campaigning contains even more perilous conditions than have prevailed in the past.

In a 26½-hour talkathon on several Nashville radio and television stations, Rep. Pat Sutton (D-Tenn.) made remarks which Edward Lamb, broadcaster-publisher, considers libelous. Mr. Lamb has filed suit against Mr. Sutton and the stations for a total of $1.5 million damages.

Whether Rep. Sutton's comments about Mr. Lamb were libelous is an issue to be determined by the courts, but certainly they were embarrassing to the stations which carried his talkathon. It is to the involvement of the stations that we address ourselves.

The broadcaster runs many risks in airing any speech by a political candidate. Federal law says a station may not edit as much as a comma out of a candidate's speech, but the law does nothing to relieve the broadcaster of joint liability in case the candidate is sued for libel.

In a talkathon these risks are multiplied in proportion to the length of time the candidate is on the air and to the heat of his commentary. The talkathon is, by nature, a prolonged and unrehearsed discussion by a politician running for office and hence not entirely dispassionate about topics and personalities connected with his campaign. In such circumstances, it is almost impossible to avoid the passing of at least intemperate and possibly actionable remarks.

In view of its obvious hazards, it is questionable that the talkathon, however persuasive a device for political advancement, is desirable programming.

This being a campaign year, the number of politicians hoping to use the talkathon is bound to be large. Stations must decide now whether the grave perils of the talkathon are worth the revenue.

Bricker, Jones & Politics

OUT OF the Senate Communications Subcommittee frying pan and into the full Interstate Commerce Committee fire—that's the dilemma threatening broadcasters (and the FCC) on the controversy provoked by the economic worries of uhf stations.

Chairman Bricker of the full committee is now ram-rodding approval of his bill (S 3456) to investigate and license the networks, hoping to get action before Congress quits, to enable his committee to function during the recess.

We can conceive of no more ill-timed, unnecessary or unpopular project. We can think of no move that would do greater violence to the well-being of broadcasting, because such an investigation inevitably will go beyond whether or not networks should be licensed. It would become a full-scale inquisition into all broadcasting—radio as well as tv—and the FCC. It would become a sounding board for anti-broadcasting forces.

Beyond that, it would be the height of political stupidity for the Administration to condone this in a campaign year.

What motivates Chairman Bricker is conjectural, because the Ohio Republican is an inscrutable, ambitious man. His plan to name former Comr. Robert F. Jones as chief counsel (disclosed by this newsweekly last week) raises serious question, because Mr. Jones himself is a highly controversial figure. He demonstrated this is his outbursts ten days ago in arguing for restricted-time stations before the Commission in the daytime skywave case. He alluded to clear channel stations as "sultans of squat," and as "pashas" who aspire to become "maharajahs."

Mr. Jones, during his servitude on the FCC, was strictly an "anti" member. On virtually all major issues he was in the minority. He opposed the FCC's Sixth Report on television which constituted the final allocations report. With that background, there's ample justification for the opposition being expressed to his appointment because, obviously, he has already made up his mind

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Ed, go down and take another look at those blueprints . . . I think we're going too *high!"*

that there's little, if anything, right about the tv allocations, which must become the crux of any investigation.

The Potter Communications Subcommittee, which had labored through thousands of pages of testimony, emerged last week with a well-reasoned, practical approach to the uhf problems. It wants an all-out effort to eliminate the 10% excise tax on all-channel receivers, to enable uhf stations to build circulation. It proposes an *ad hoc* committee to investigate and bring forth plans to adjust allocations where these are feasible, just as order was brought out of chaos by such a committee in the color situation last year. Chairman Potter wants the multiple ownership limit raised to seven, with two of them uhf's.

This plan isn't calculated to make everybody happy. No workable plan could. But it's first things first. A hard look at government occupancy of vhf spectrum space that might be converted for tv, expanding the existing band, could logically fall within the purview of the *ad hoc* committee. "De-intermixture" would be on its agenda.

Certainly that covers the immediate ground. Then why the Bricker bill, which could only make a political football of the business of broadcasting? It would further befuddle and confuse a situation that seems headed toward reasonable and amicable if not optimum solution. And it could only mean further government interference with the business of broadcasting.

If the networks have been high-handed, the licensees have only themselves to blame. Congress can't negotiate private contracts. If the networks have been illegal, then the complaints should go to the FCC or to the Department of Justice. The FCC repeatedly has asked for funds with which to re-examine the chain-monopoly regulations. If there's investigating to be done, it should be by the FCC experts, and not by otherwise pre-occupied Senators who are susceptible to political stresses.

If uhf is the root of the problem, certainly the solution doesn't repose in Congress. Congress can't legislate advertisers into buying time. The logical answer would be to find an adequate amount of additional vhf space to accommodate uhf stations in mixed markets, giving them priority. The government-reservation study and a reappraisal of educational reservations may yield more space than is now generally supposed available.

We hope members of the full Senate Committee will be brought to realize how utterly illogical and wasteful a full-scale Bricker investigation would be. We hope it will see the wisdom of the Potter Subcommittee approach.

And we hope that the administration and its senatorial leadership will recognize that to follow the Bricker plan is to out-do almost anything the New Deal-Fair Deal ever perpetrated in the direction of government interference with private enterprise. As we recall it, one of the sturdiest planks in the Eisenhower platform was a minimum of interference with private business.

Walter Hagen

Vice President, Walter Hagen Golf, Division of Wilson Sporting Goods Company, says:

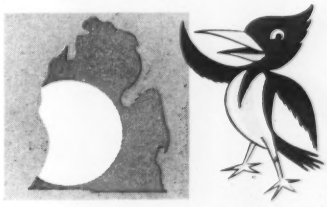
"To me, the most significant characteristic of the Grand Rapids area — is growth. That characteristic was evident when we established our business here in 1939. It is just as evident today in every economic direction. WOOD-TV is the natural outcome of this sound, area development . . . and will be a potent factor in its continuance."

WOODland-TV is big territory!

In growth — Walter Hagen Golf is a typical Grand Rapids industry. Production has increased to approximately half a million clubs a year. In golf — it's unique. Walter Hagen equipment is sold only by golf professionals. It's made by golfers, too! But that's not surprising in WOODland-TV . . . an area famous for fine courses.

In summer, WOODlanders share the fairways with millions of tourists — who spend an estimated $200,000,000* in Western Michigan annually. Retail sales skyrocket — in the primary Grand Rapids area; in Muskegon, Battle Creek, Lansing and Kalamazoo. And this rich market is all yours, with WOOD-TV — first station in the country to deliver 316,000 watts from a tower 1000′ above average terrain. For top coverage of Western Michigan — select WOOD-TV — Grand Rapids' *only* television station!

*U.S. Department of Commerce



WOOD-TV

GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY